

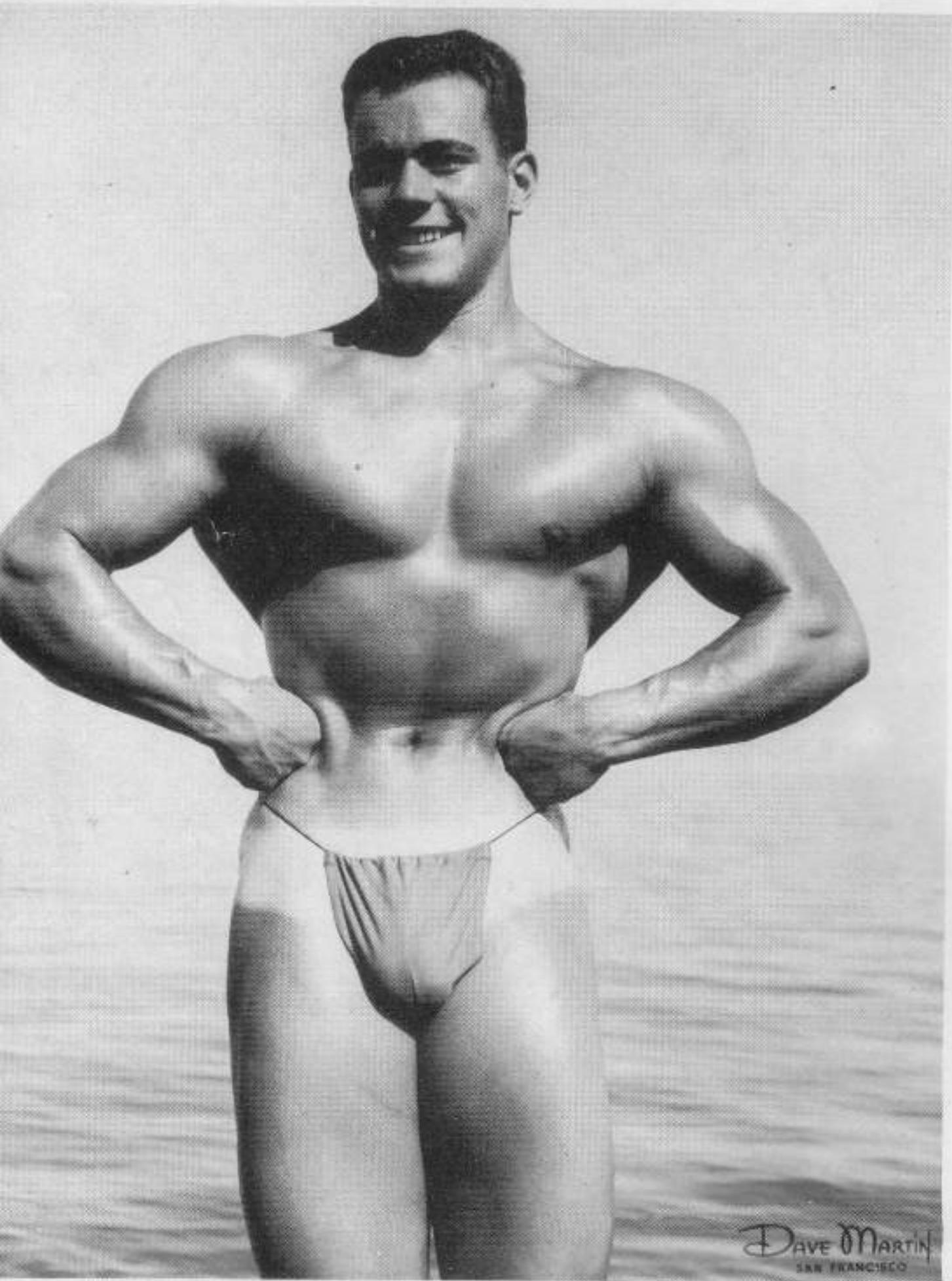
ADONIS

THE ART MAGAZINE OF THE MALE PHYSIQUE

HARRY SCHWARTZ

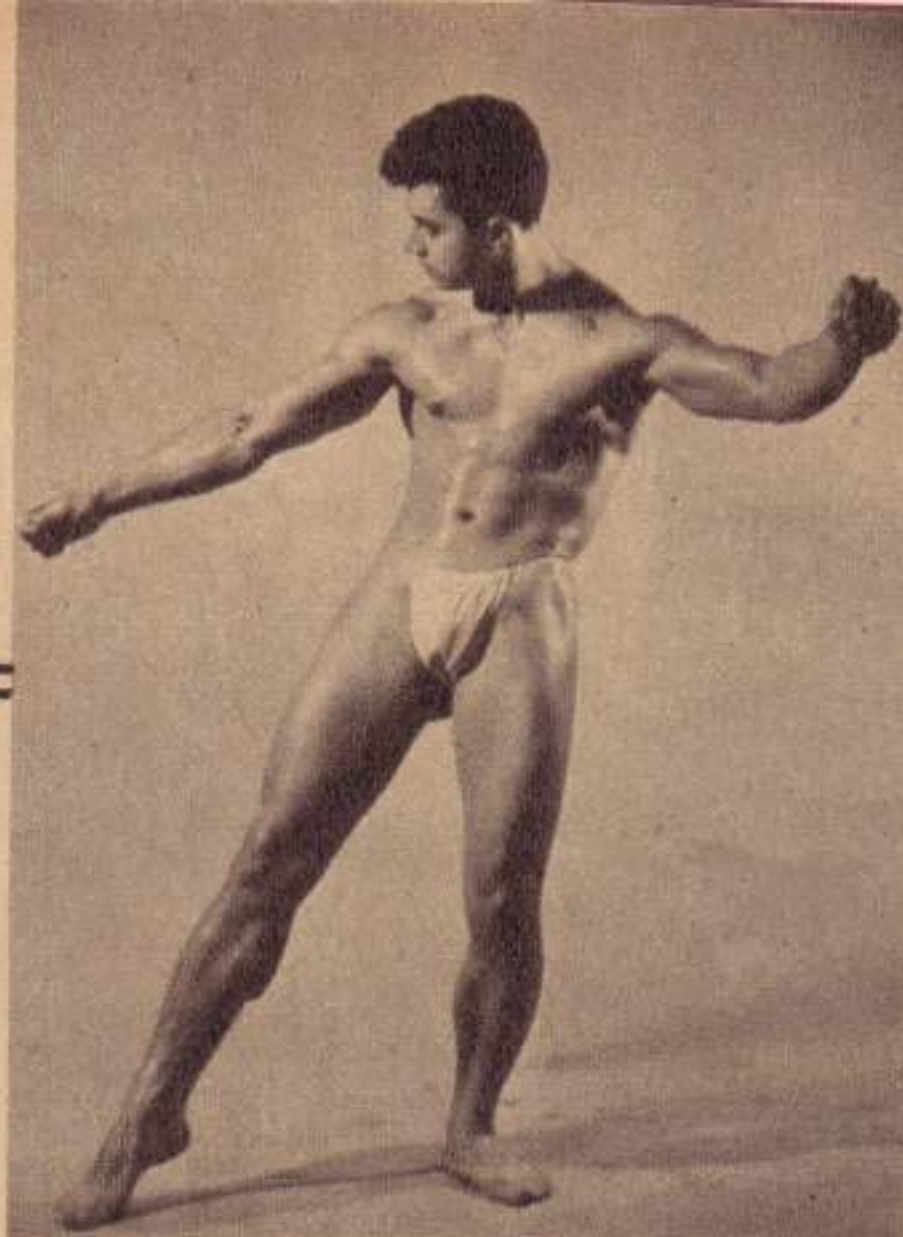
*Ektachrome by
Russ Warner*





MIKE SILL *by Dave Martin*

Foreword



LOU RIVERA by Jack Sidney

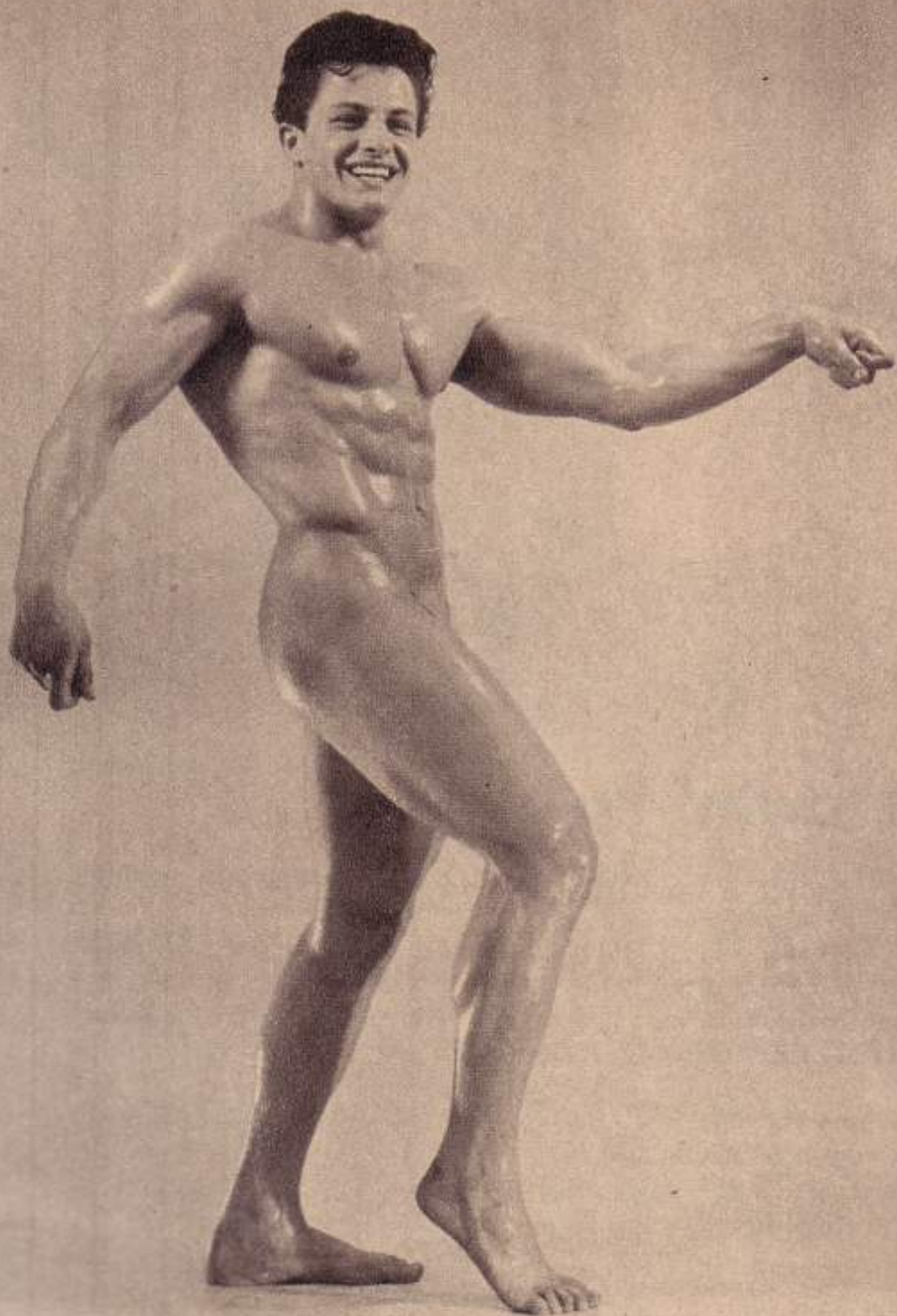
Growin' Pains

With this issue, ADONIS will hit the newsstands monthly instead of bi-monthly, which has been the custom.

We would like to record our gratitude to the many physique photographers who have contributed their time, models and craftsmanship toward making ADONIS and its sister magazine, BODY BEAUTIFUL, a *succes fou*. As in most partnerships we have grown and gained together.

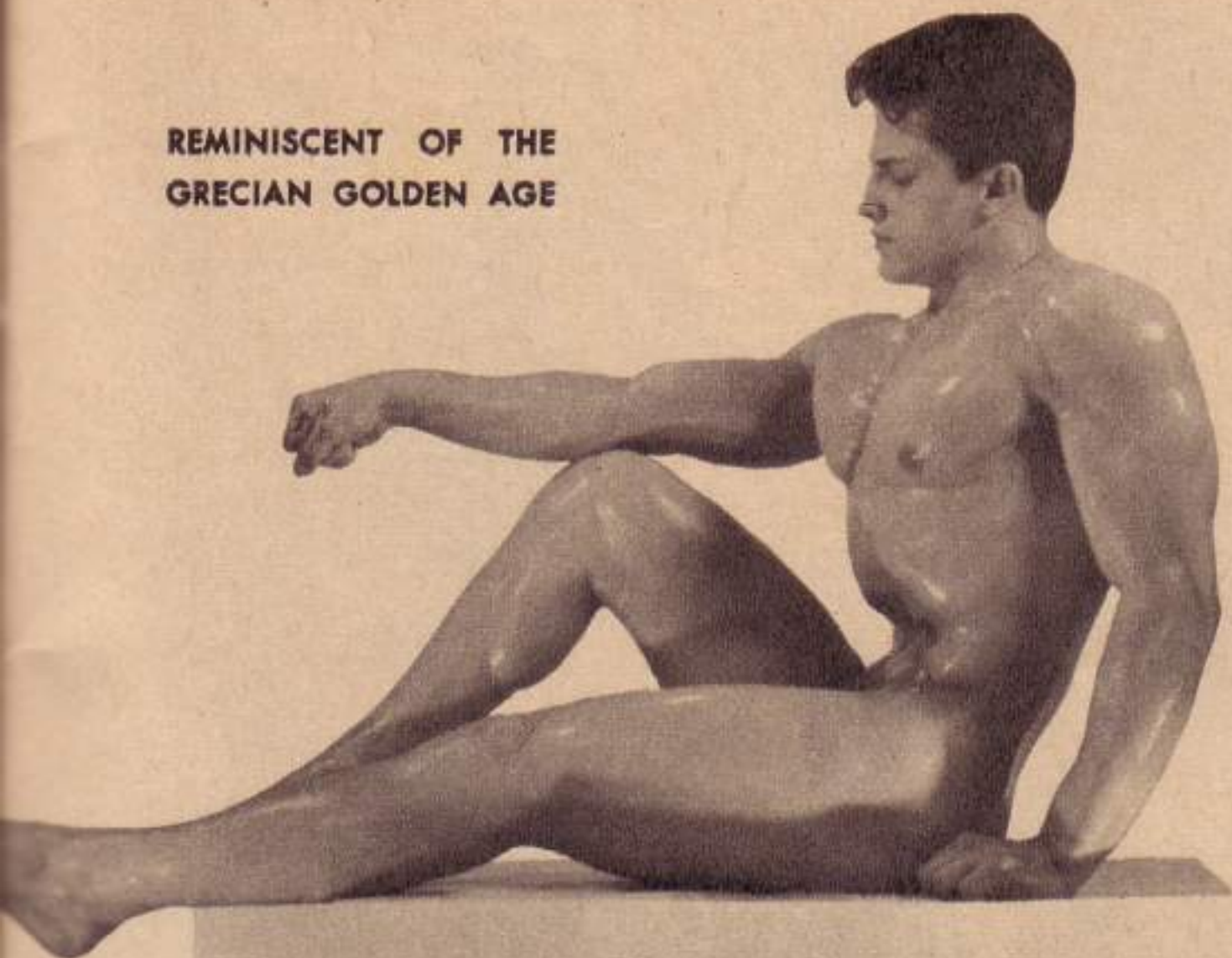
From the very first issue of these magazines new departures in physique photography have been the rule rather than the exception. Each succeeding month has seen a rising flow of fine exposition—each month

(Continued on page 46)



BUDDY BASIL by Togof, 125 East 39th Street, New York

REMINISCENT OF THE
GRECIAN GOLDEN AGE



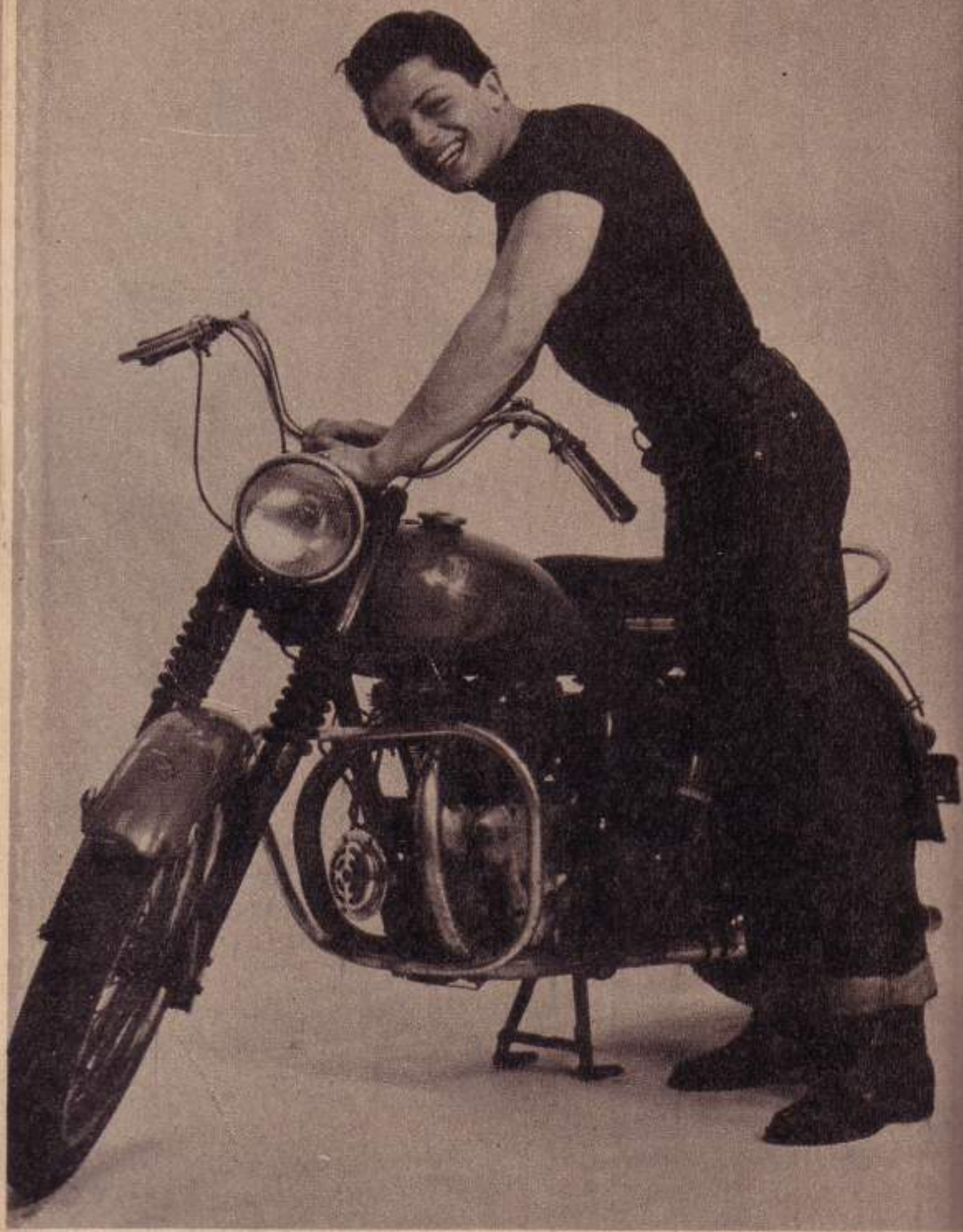
Everybody's Buddy

His parents named him James but it's a cognomen lost in the antiquity of the baptismal register. To his friends he's known as Buddy—and to every bodybuilder he's a latter-day miracle.

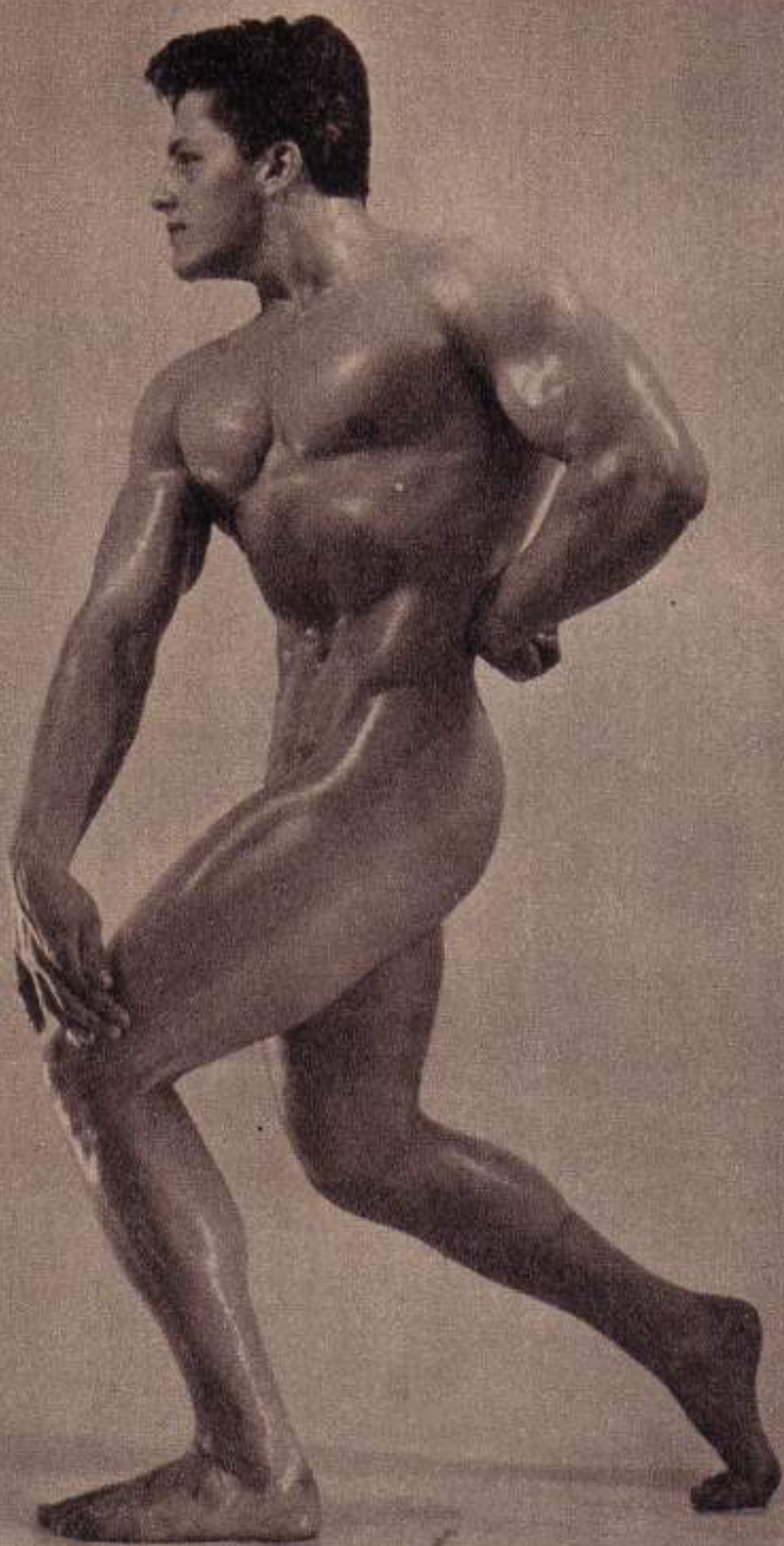
There are very few boys who at the ripe old age of 17 have acquired such a superman physique. On Buddy muscles just grow and grow with effortless ease. Exercise is child's play to him and he has such boundless energy that handling the very heaviest weights is easy.

He's not "muscle-head," however, for a considerable assortment of hobbies keeps him mentally alert, eager and open-minded. Formerly a training

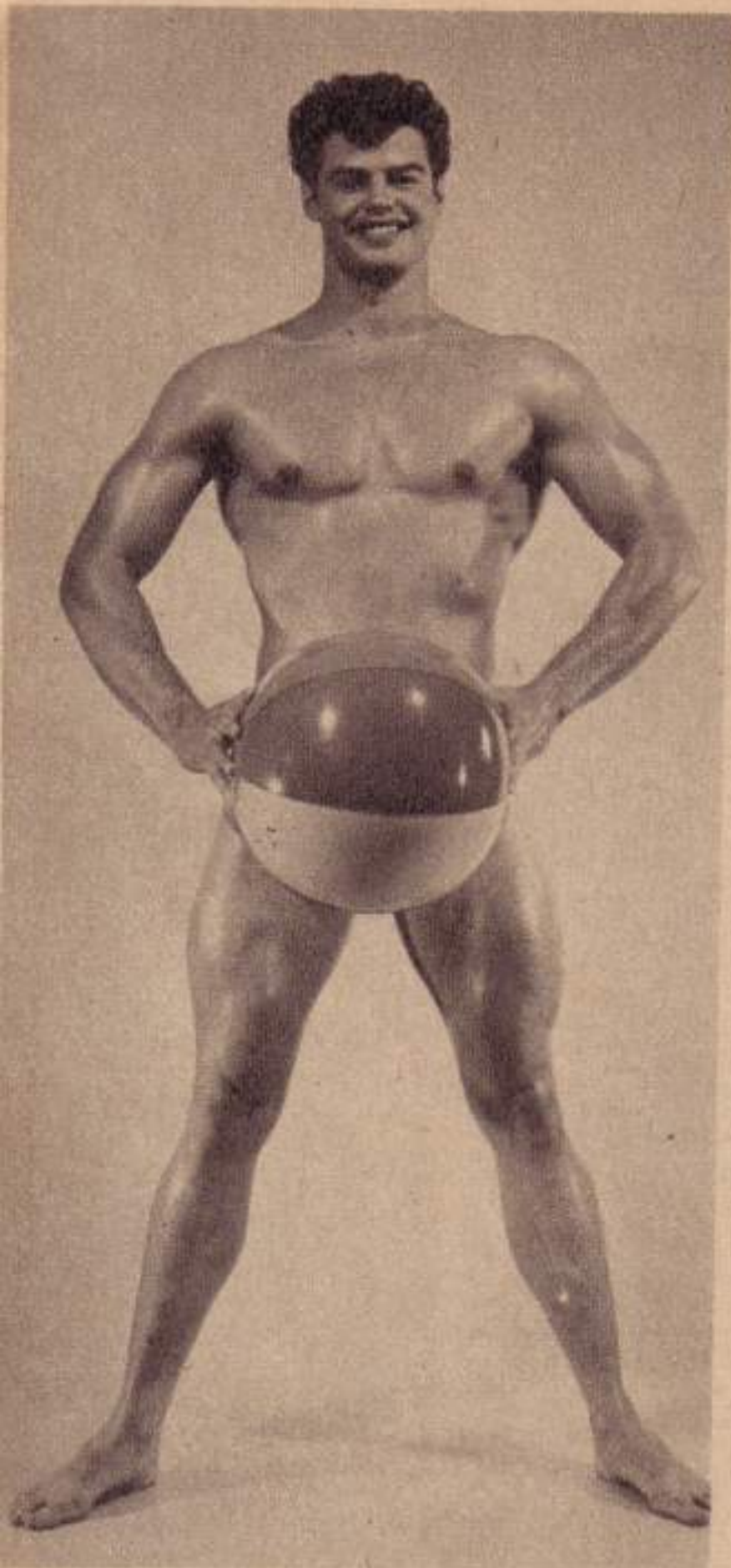
(Continued on page 48)



HOBBY NO. 1—MOTORCYCLING



THE "MOST" IN MUSCLE DENSITY



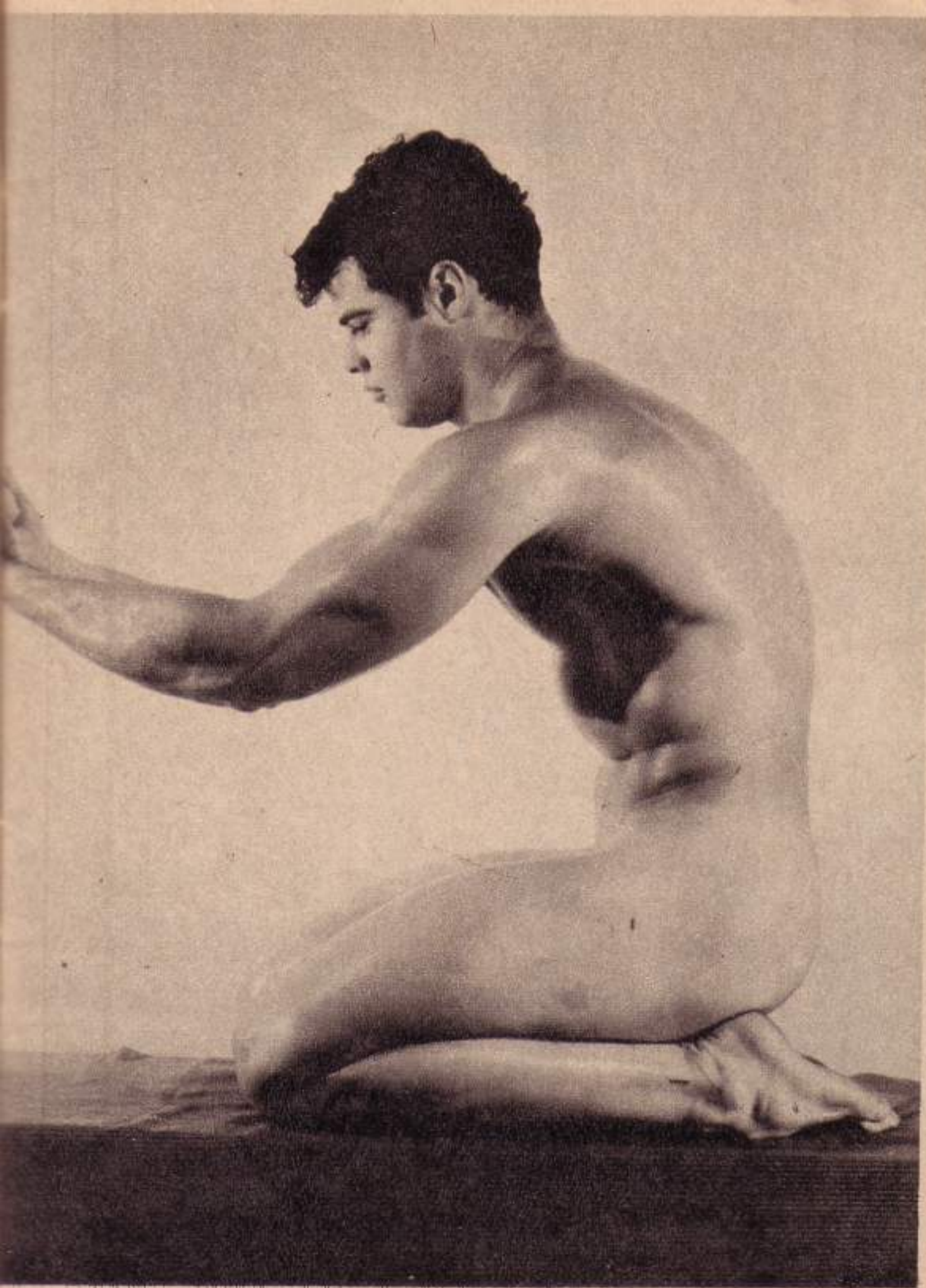
Solo

Flight

To the best of our knowledge these are the first photographs ever published of Ron Fortner, a husky West Coast Adonis. To say that he's handsome and has a magnificent physique is only to mention the obvious. But have you ever seen anyone whose electric personality, radiant smile and superb health seem to spill right through the photographs and come face-to-face with you in greeting?

Few models in our editorial memory have made such a terrific first impression as has this stunning young bodybuilder. We are much indebted to Bruce, Box 75305 (Sanford Station), Los Angeles 5, California, for this ini-
(Continued on page 50)

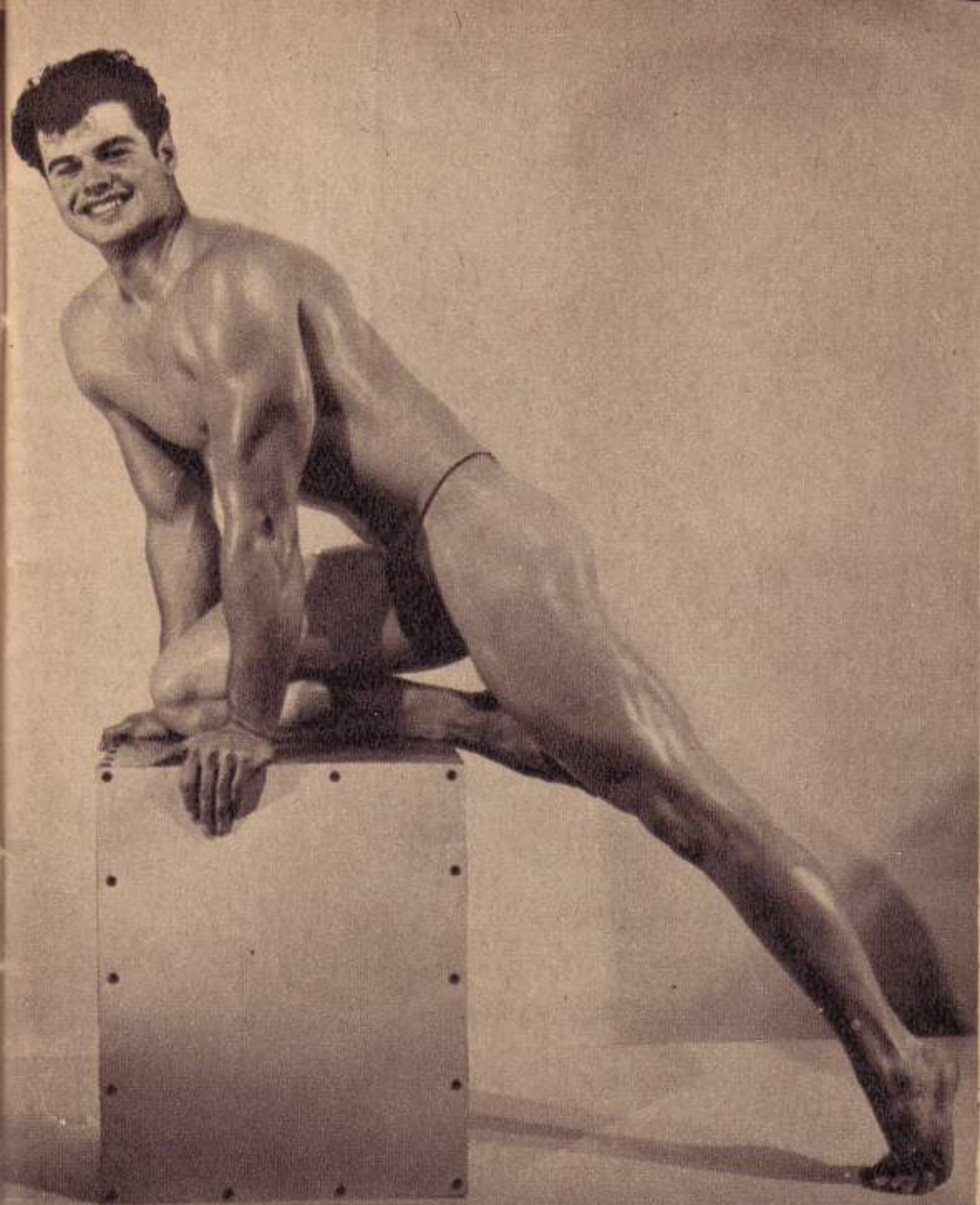
RON FORTNER by Bruce
Box 75305, Sanford Station,
Los Angeles 5, California



ADONIS WITH HERCULEAN PROPORTIONS

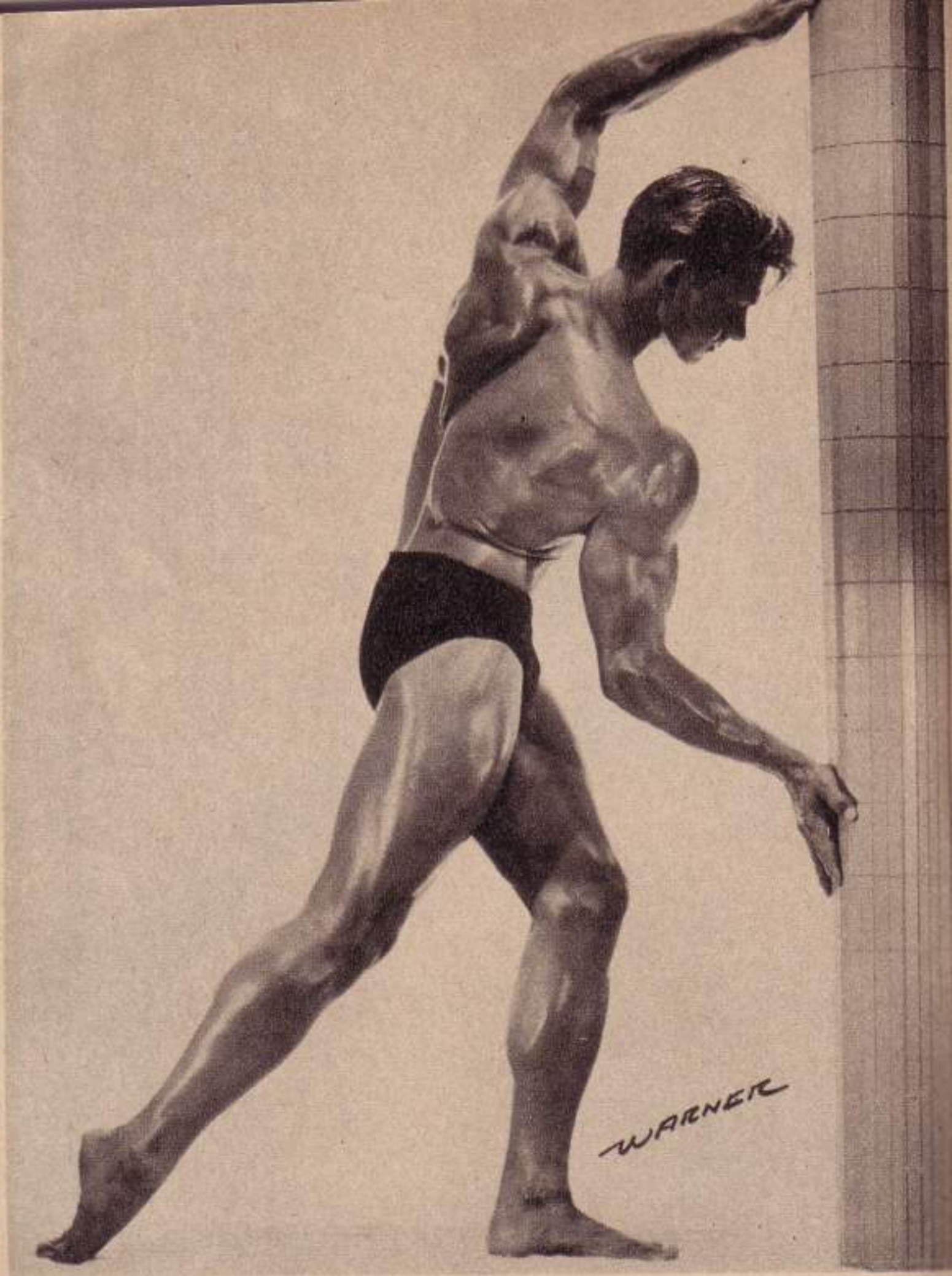


BRUCE
LOS ANGELES



BRUCE
LOS ANGELES

HANDSOME "MANSOME" RON FORTNER



DON SCOTT by Russ Warner

they call him

"THE LEGS"

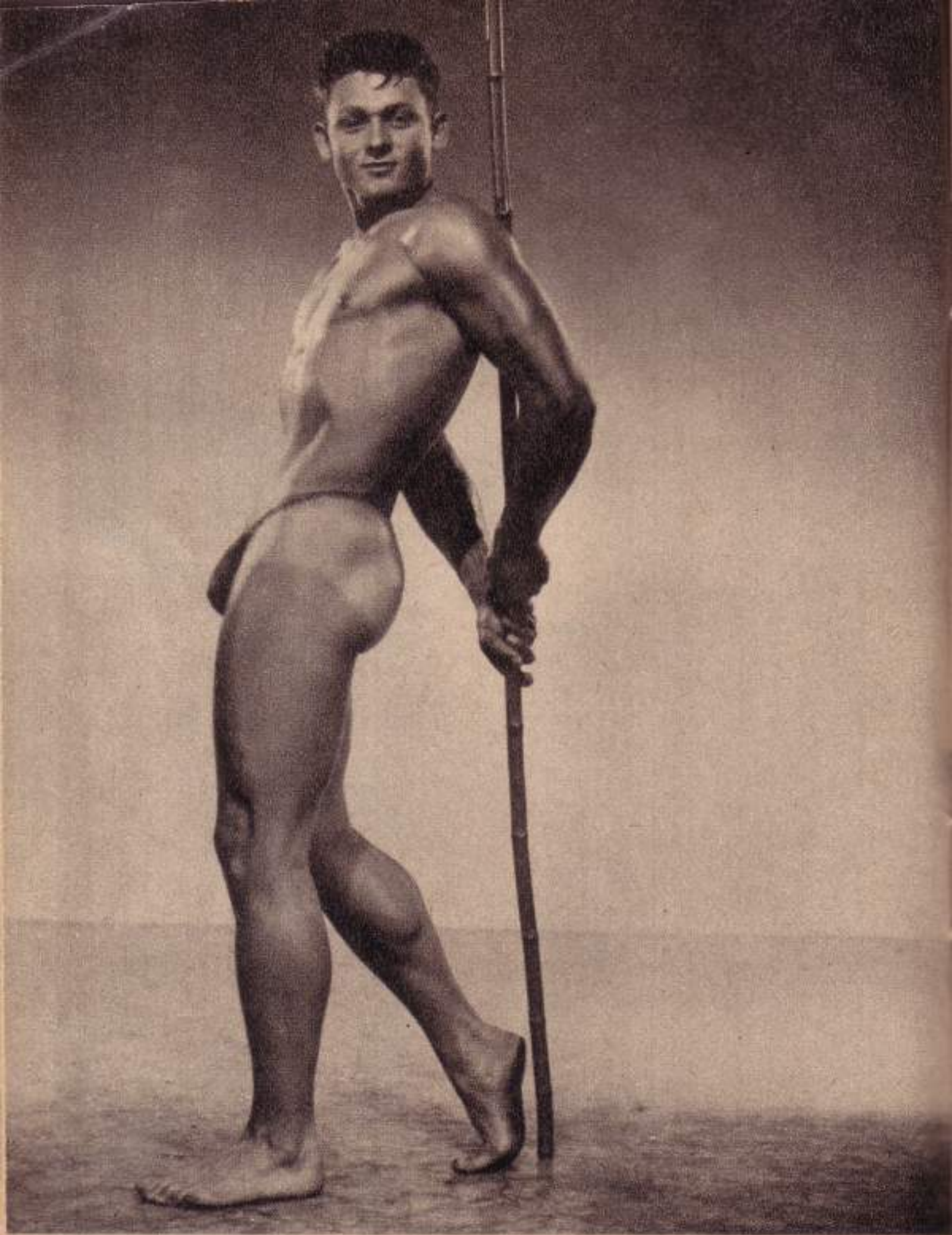
Out Hollywood way they call him "Mr. Legs" and it's a sobriquet well-merited, for twenty-two year old Don Scott has a handsome pair of underpinnings which win prizes in every physique contest.

This isn't to say that Don isn't terrific all over—fact is, the lad's batting in the upper leagues of the all-time physique greats, and he's improving all the time. His measurements are well-nigh perfect—height 5'9", weight 185. His chest is a broad 46, he has a tiny waist of 29", king-sized biceps of 17", and those marvelous legs so beautiful.

(Continued on page 52)

**HERE'S WHY THEY CALL
HIM "THE LEGS"**





DON ABOUT TWO YEARS AGO

Rara Avis

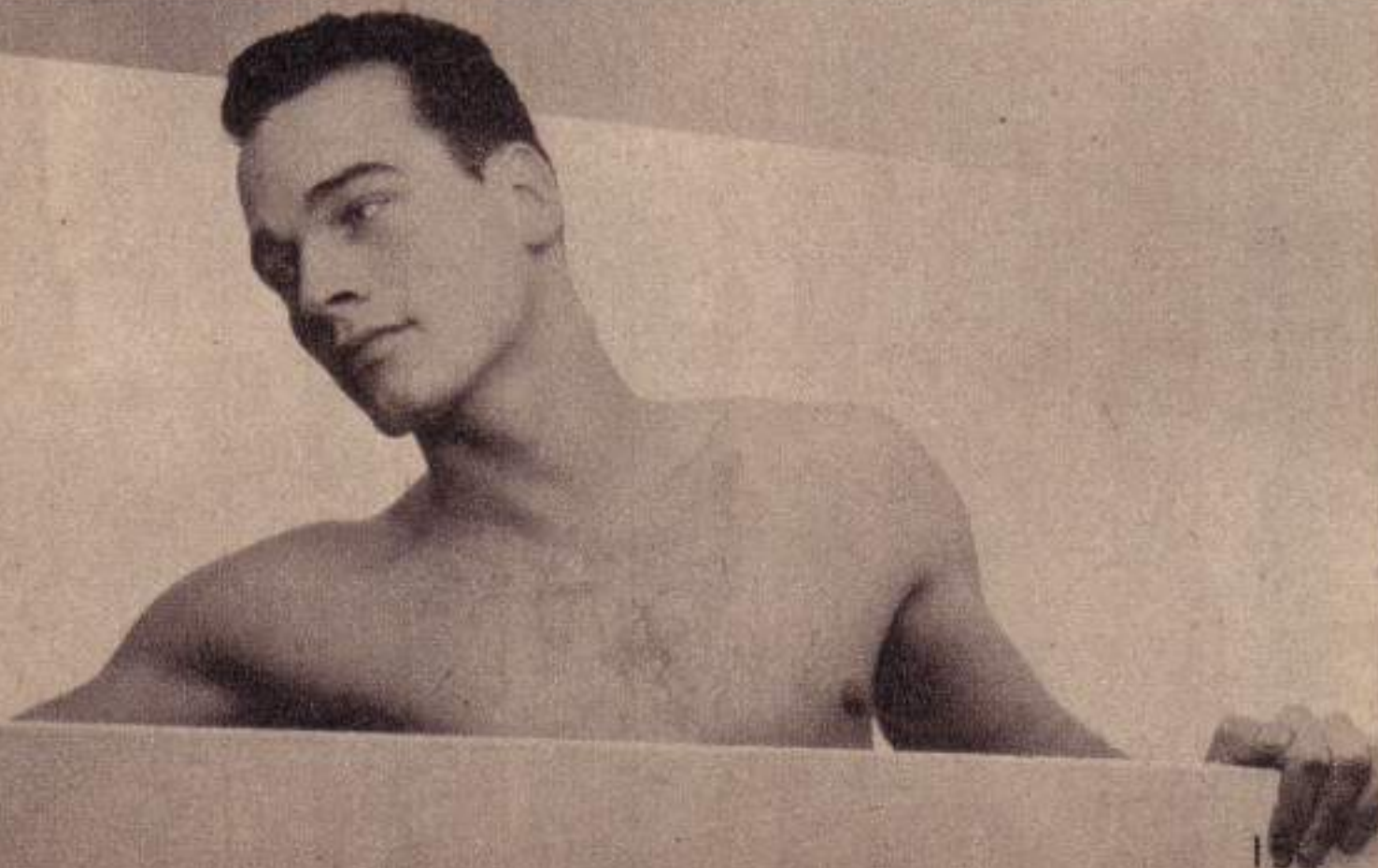
Rara avis indeed is the model who appears three times consecutively in our magazines, but Ron Barnard is that *avis*. We were swamped with demands for more pictures after his first showing, inundated after his encore last month, and these photographs will probably send us scurrying to our private ark.

There's little more we can tell you about him. We can, however, apologize for misspelling his name in the two preceding issues, a circumstance that caused mighty Vulcan to rise in wrath. So, gentle reader, it's Barnard spelled with an "a" instead of an "e." *Mea culpa, mea culpa*, etc.

Someone has observed that the compelling attraction of Barnard (with an "a")

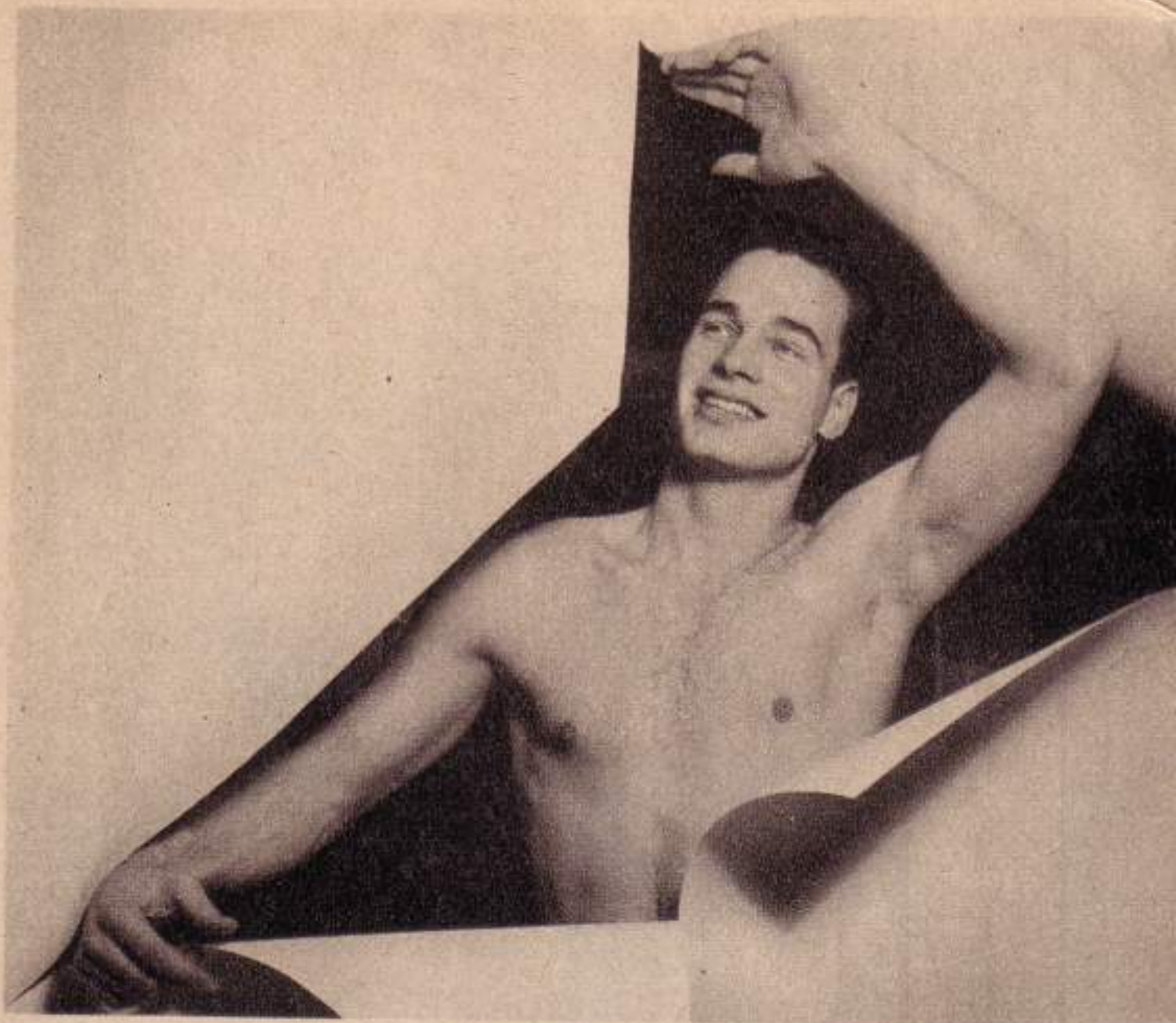
(Continued on page 17)

RON BARNARD by Vulcan, 125 East 39th Street, New York



"BILLY THE KID?"





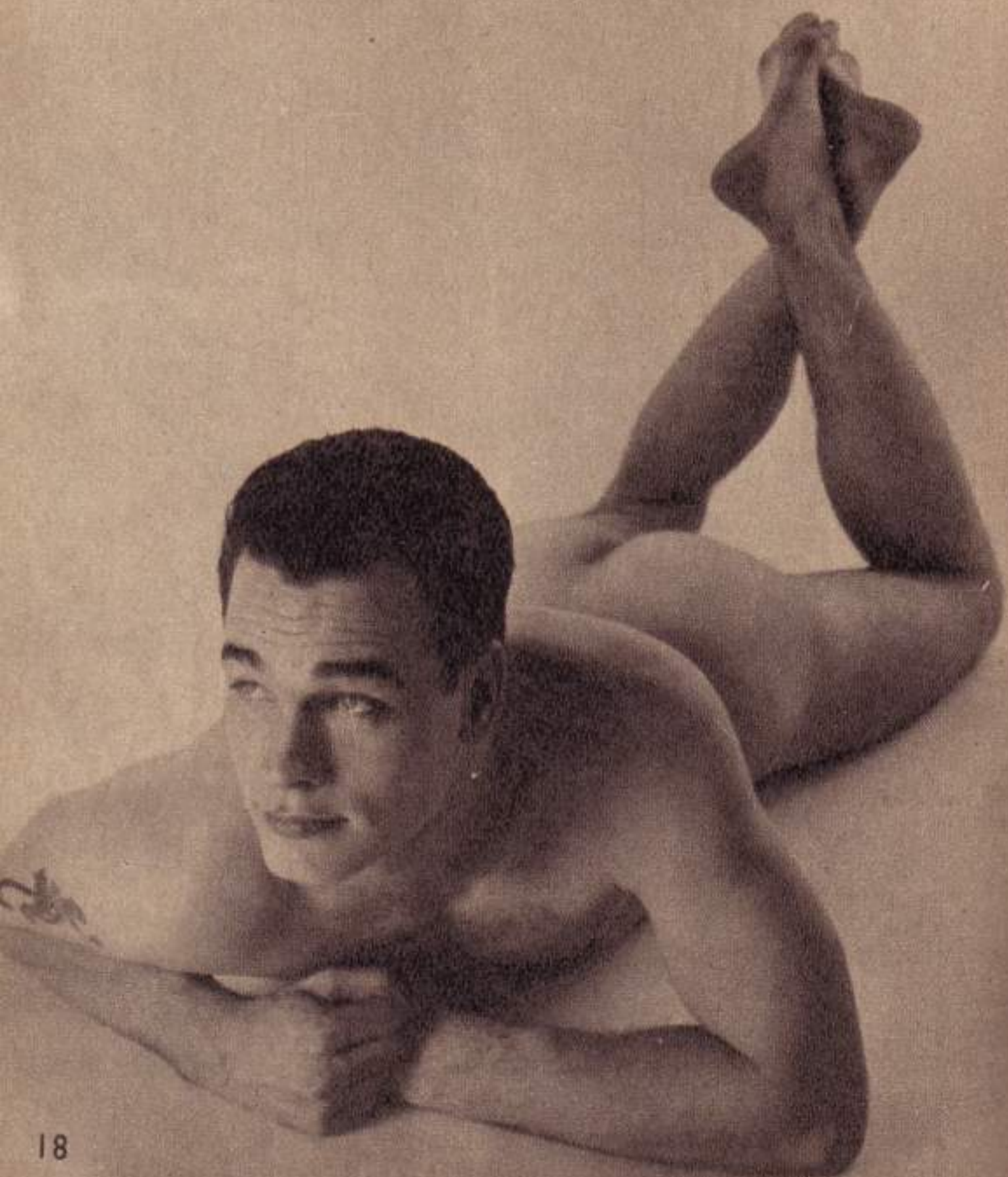
BUOYANT

Ron Anon

is his freshness, buoyancy and a kind of simple primitivism which in photography is reminiscent of certain musical works by Aaron Copland, notably his *Appalachian Spring* and *Billy the Kid*.

We think this observation has validity, and if those of you who have these records will play them thus objectively, you will discover in their early-Americanism the echoing simplicity of this very fresh and frank and most American young man. Perhaps you may sense another mood. If you do, please write us about it—we'd be pleased to hear from you.

QUIZZICAL



Angel Face

Le petit ange is what his friends in Montreal call him, though Clement Desjardins is anything but angelic. It's just that his face reminds you of a well-fed cherub.

Clement is the reigning *Junior Mr. Canada*—he had previously won the *Mr. Montreal* title, an honor as hotly competed for as any of our *Mr. America* contests.

Clement came by his "built" the hard way. He was truly the "skinny weakling" who became a "best-developed" man. In almost Alger-like fashion he has transformed his body from pre-adolescent puniness to post-adolescent magnificence by training exclusively with weights under the Weider aegis.

(Continued on page 54)

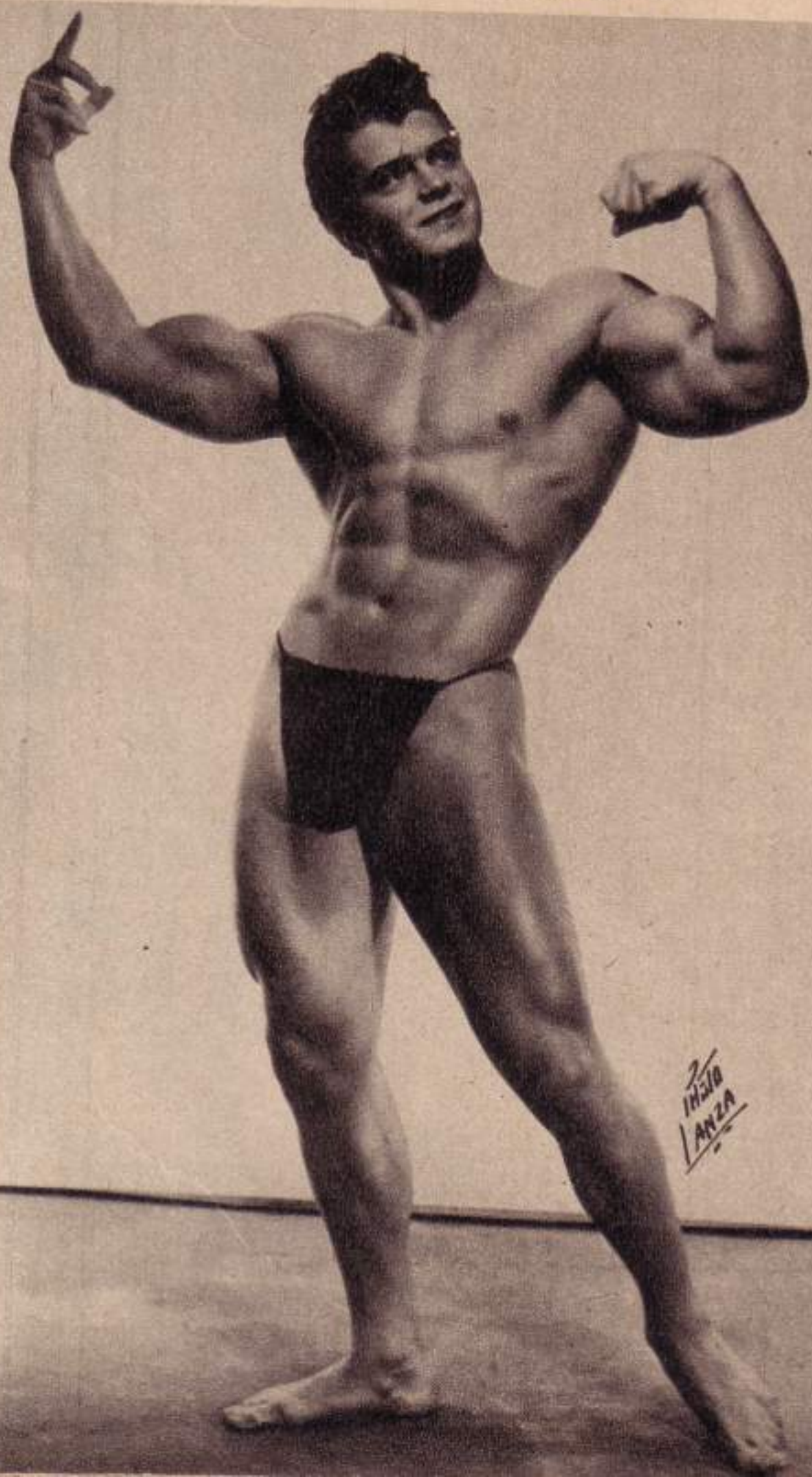


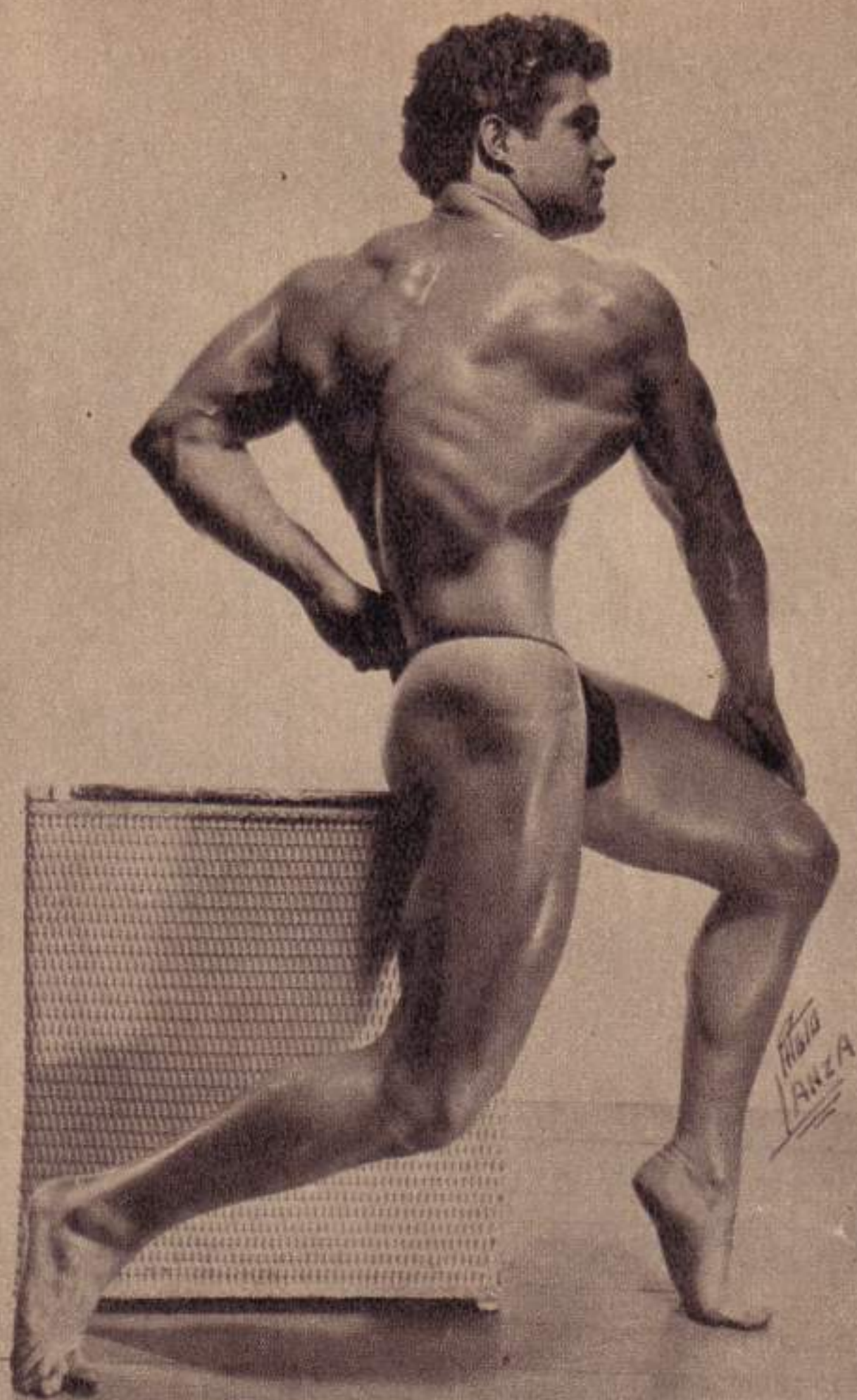
"Trophies galore"

CLEMENT DESJARDINS

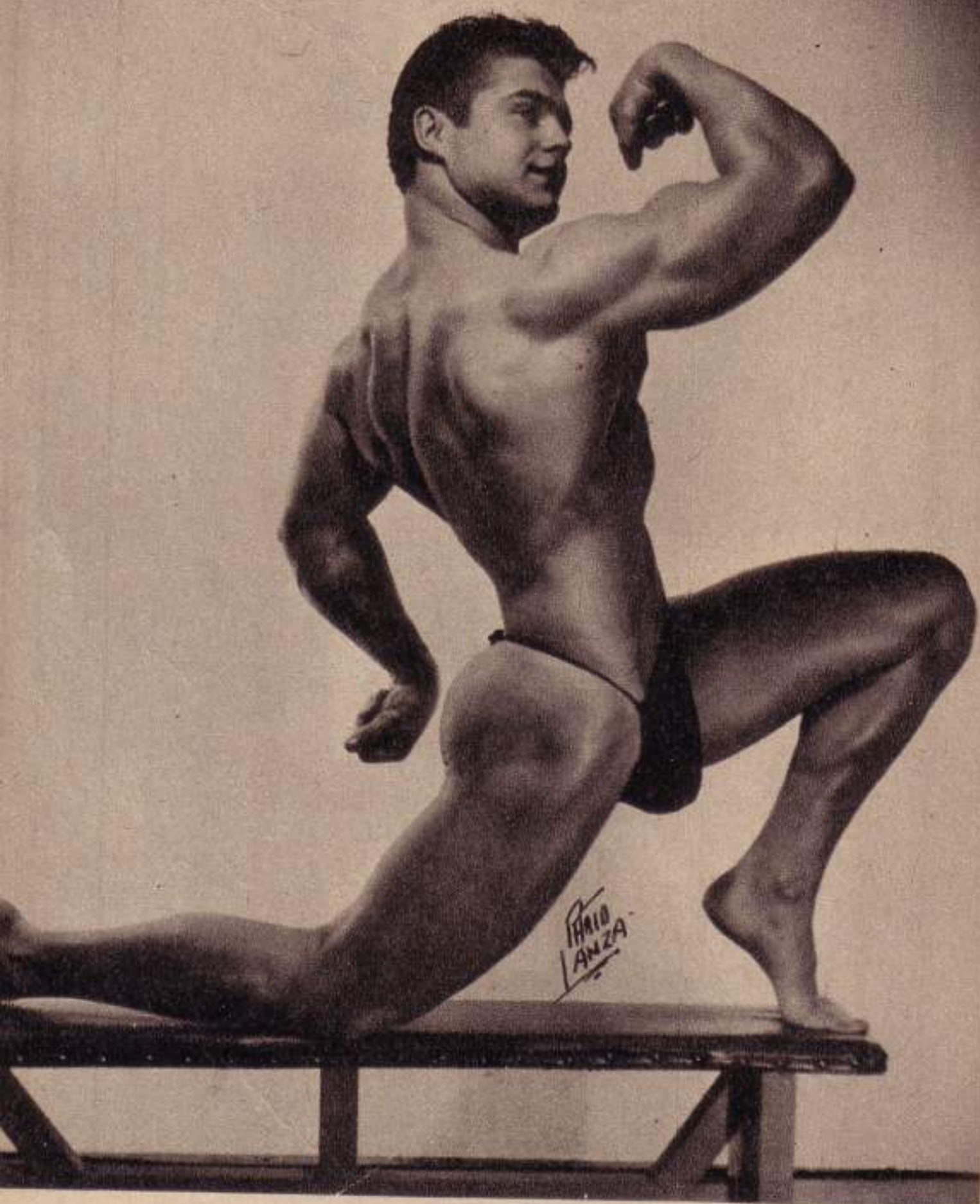
by Tony Lanza

THE MIGHTY BACK OF JUNIOR MR. CANADA

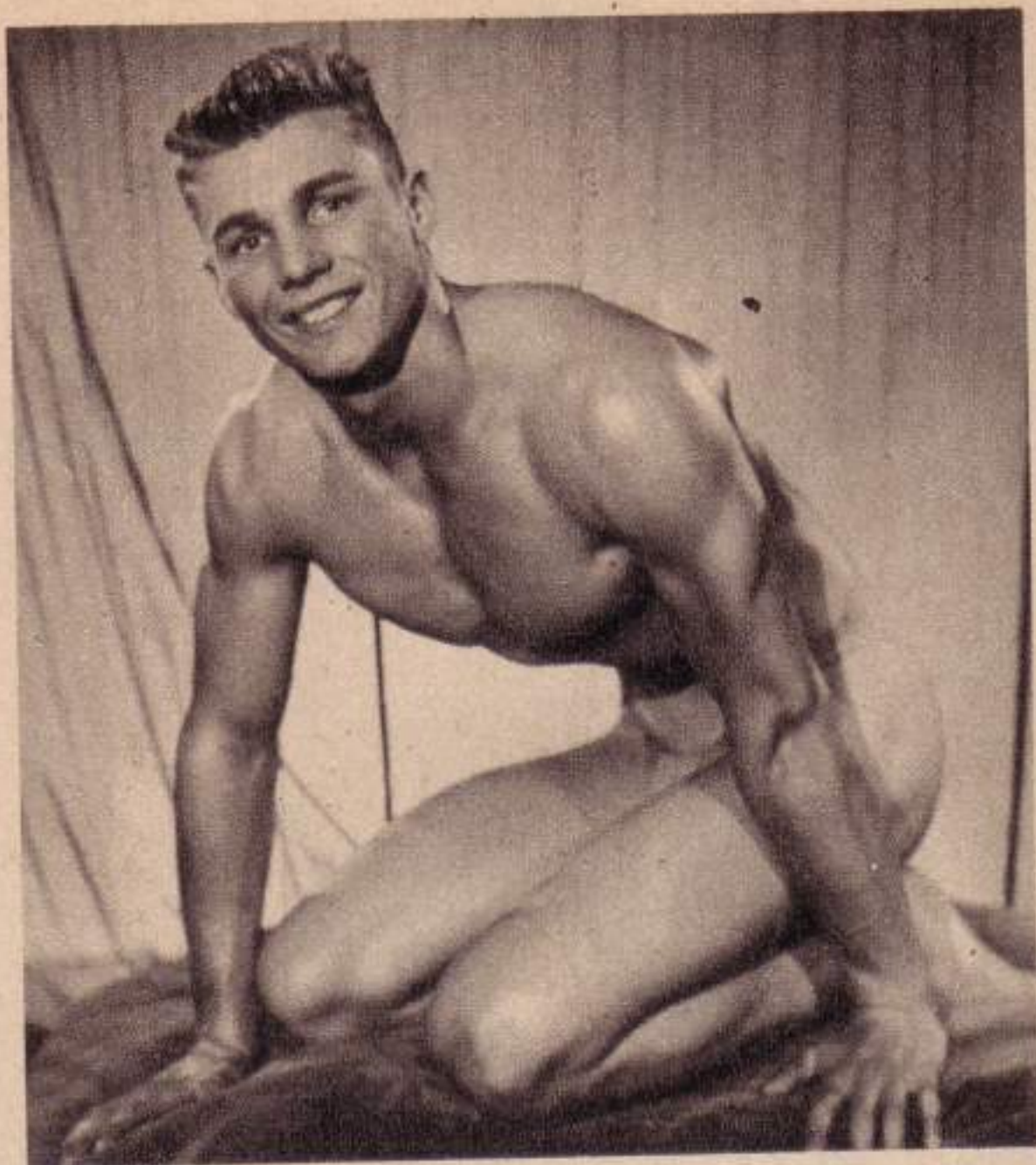




A STUDY IN FLEXIBILITY



A STUDY IN DEFINITION



DAVE WILER by Athletic Model Guild

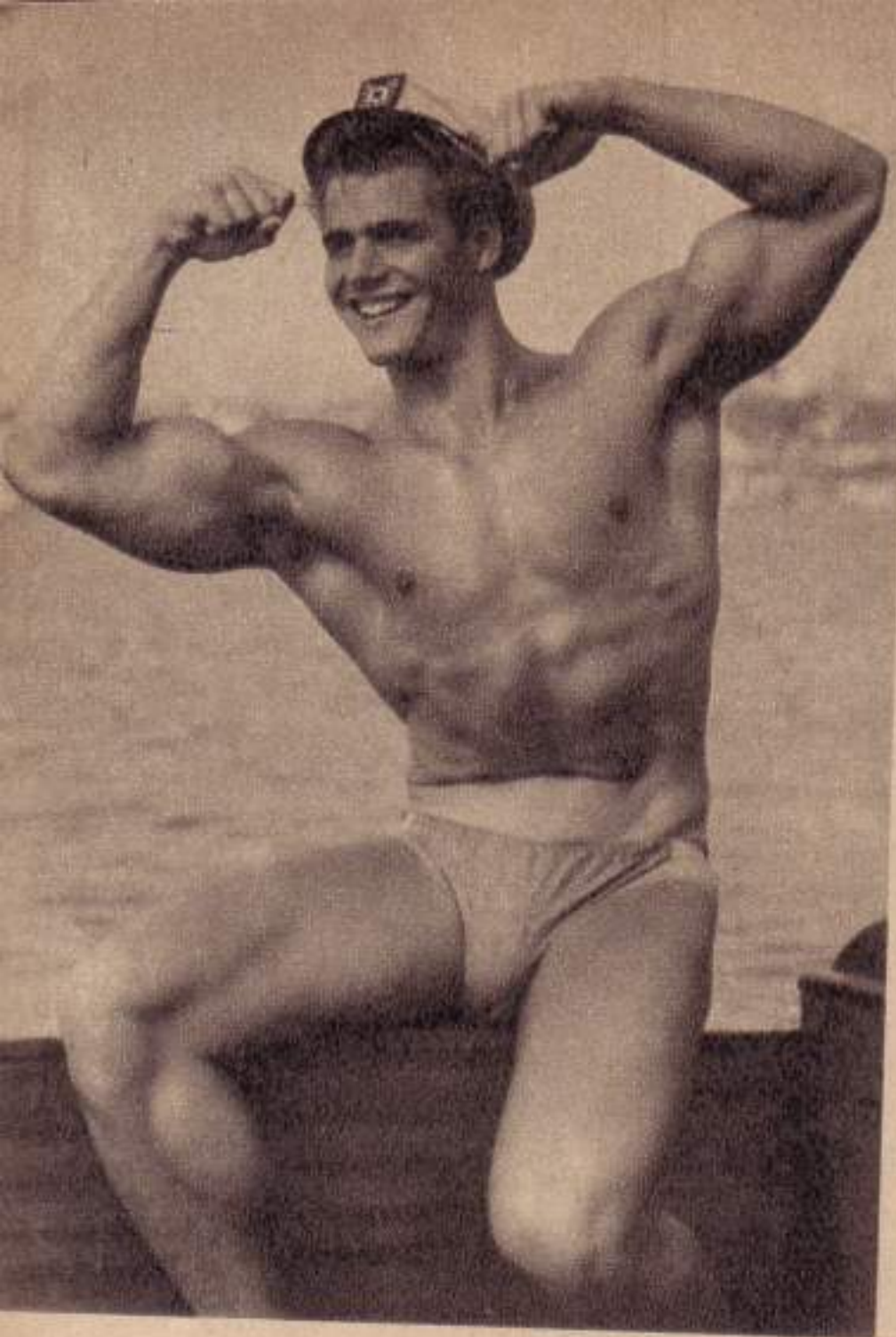
The Torso Parade

Six they are this month—six young bodybuilders you've seen before but all of whom have made giant strides in physical development since last they visited you.

From California Models, Box 285, San Francisco, we have Kurt Freeman and that wonder-boy, Sanford Alcorn. Michigan Models, Box 392, Grand Haven, Michigan sends us a handsome photograph of sunny-haired Rudy Edwards.

Athletic Model Guild,

(Continued on page 24)



DICK DUBOIS
by
**Athletic Model
Guild**

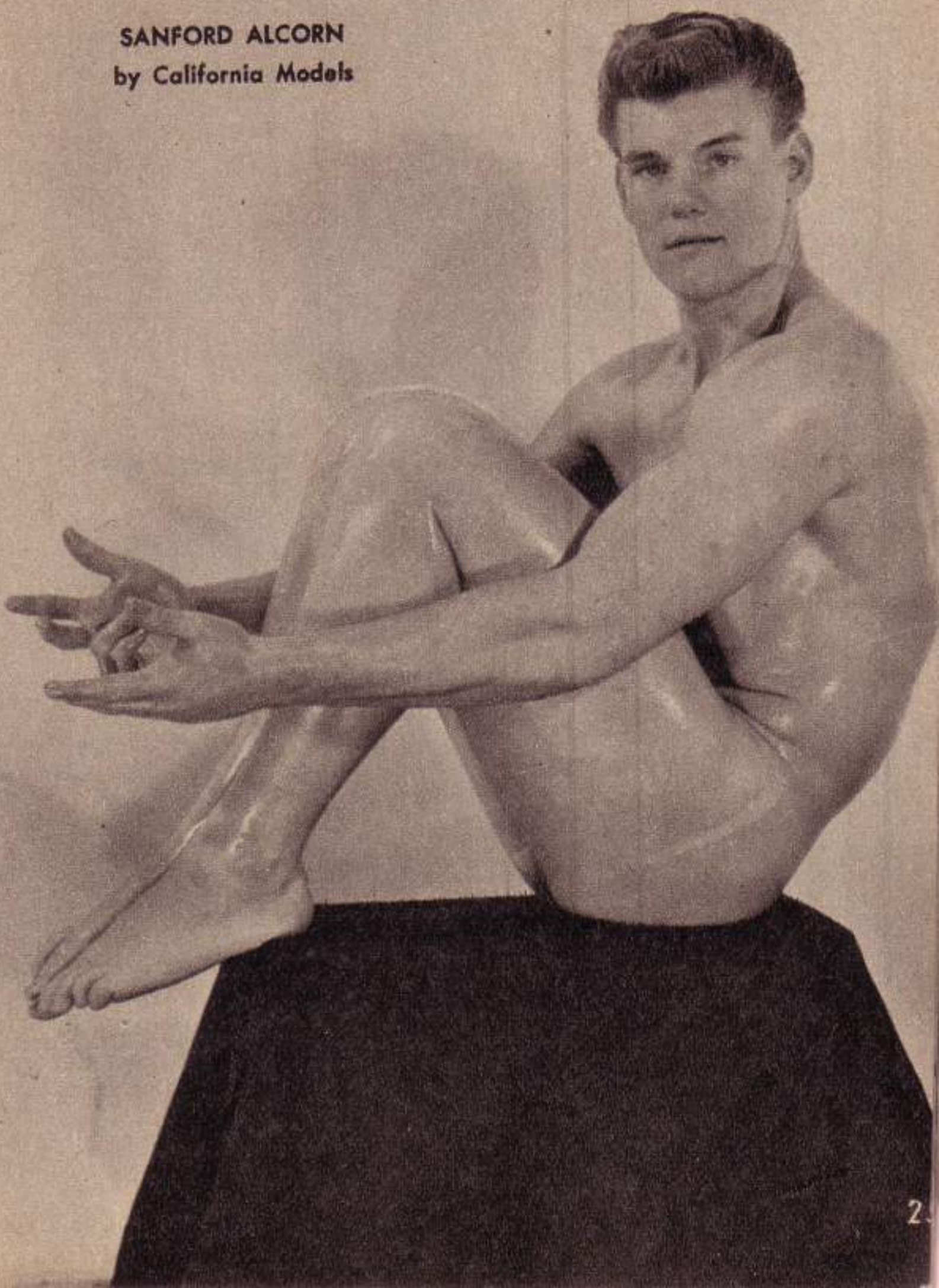
The Torso Parade

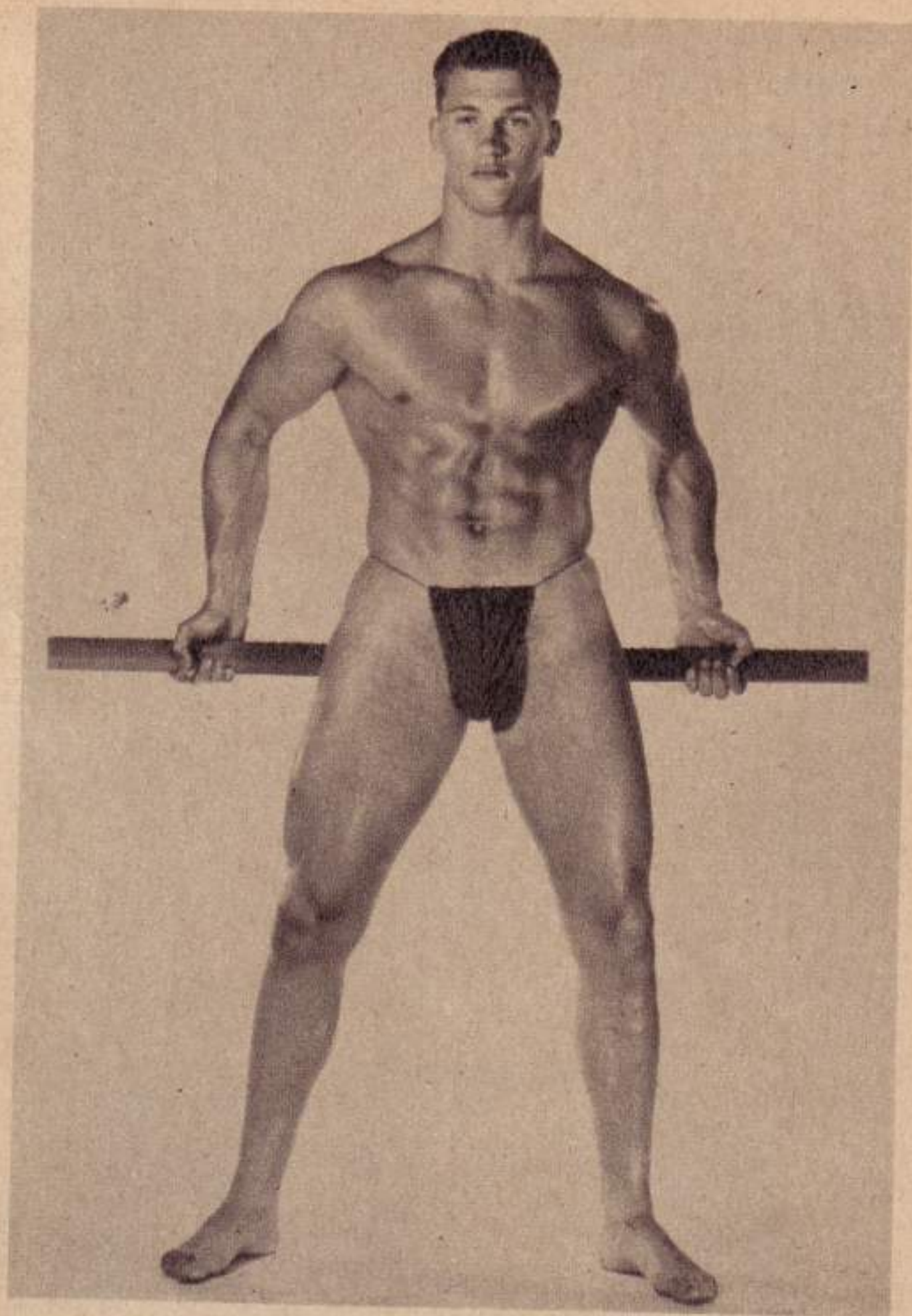
1834 West 11th Street, Los Angeles, has caught former Mr. America, Dick DuBois in playful mood, and also from AMG is one of our most-requested models, young Dave Wiler.

Our gallery is closed with a dramatic photograph of colorful Jack DeMarco by Vulcan, 706 N. La Cienega, Hollywood.

That's all for this time . . . see you next month.

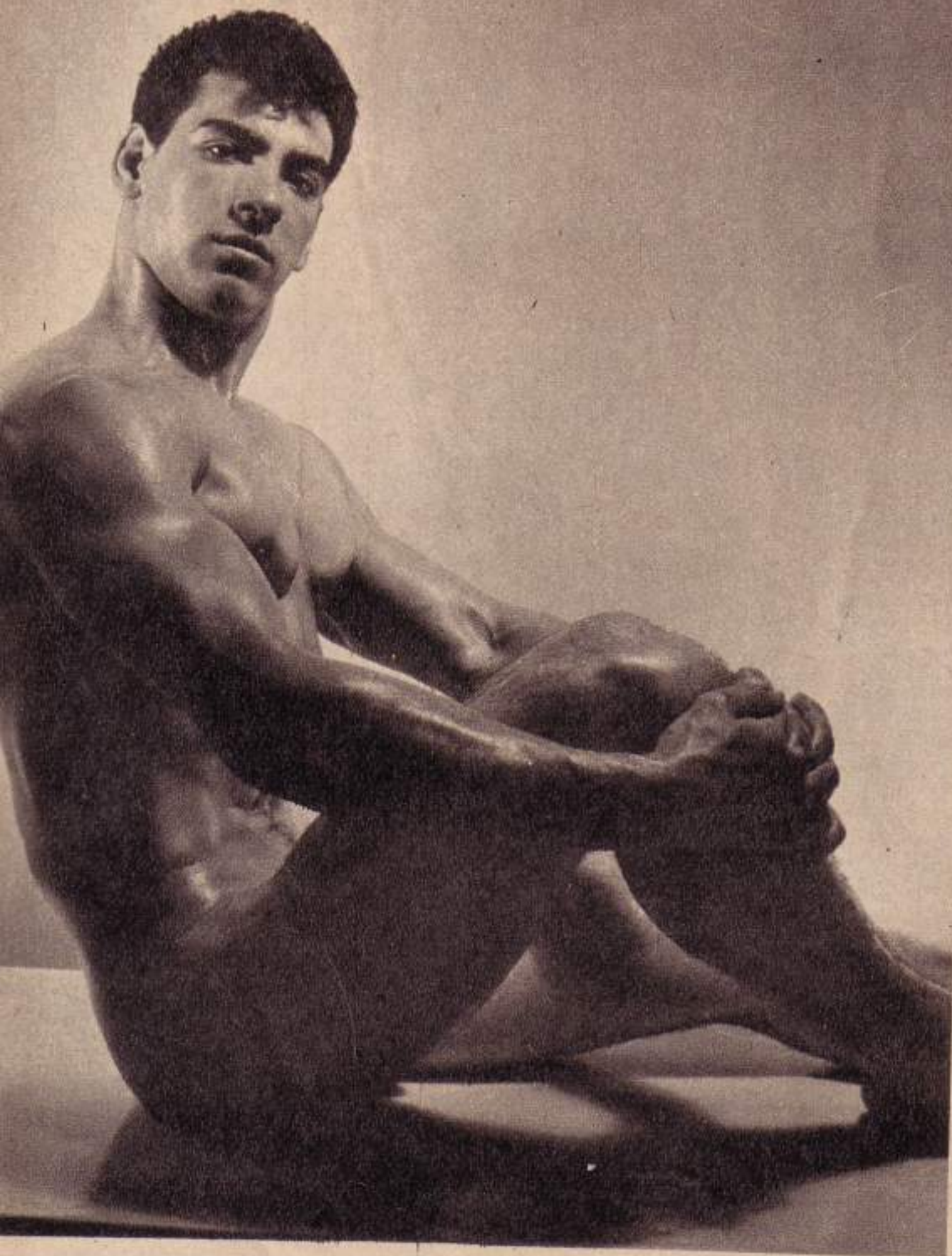
SANFORD ALCORN
by California Models



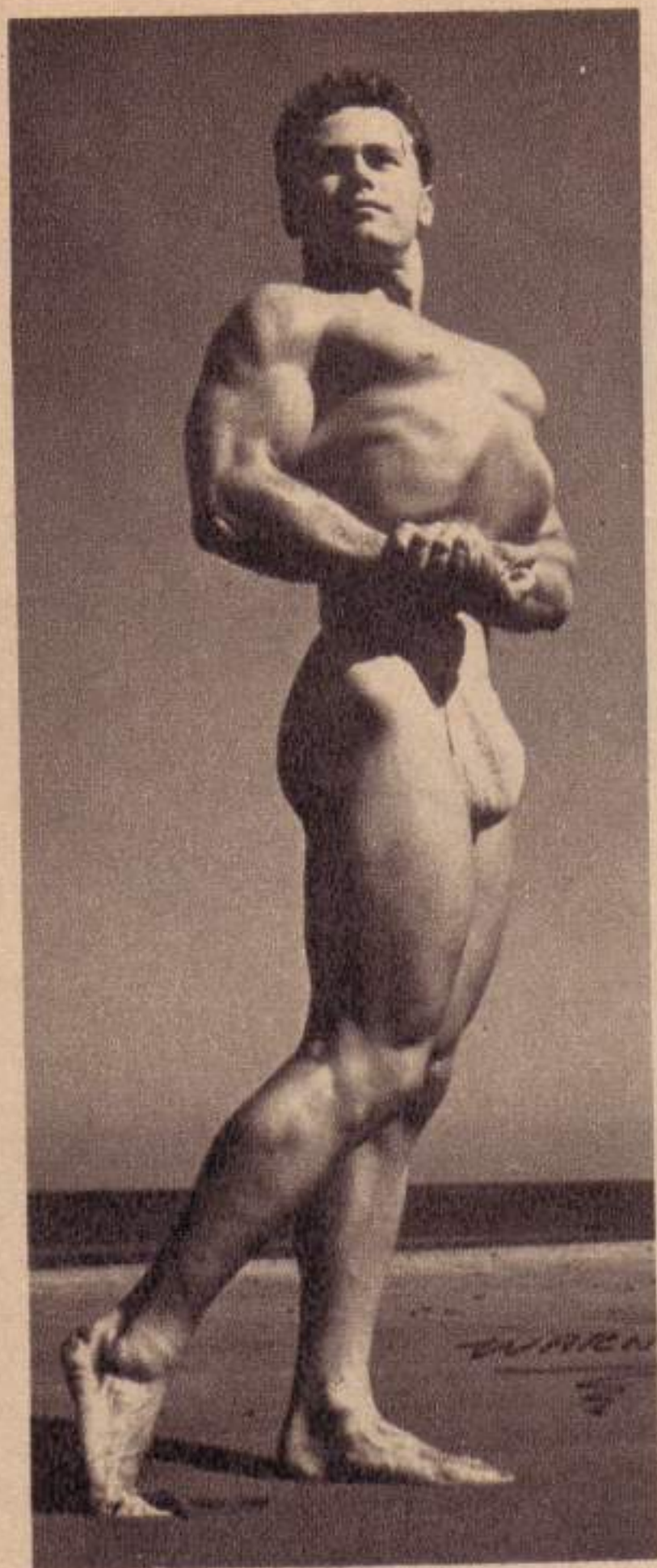


KURT FREEMAN by California Models





JACK DeMARCO by Vulcan



Torso by Tousley

Into a less-than-average height, onto an ordinary bone structure are crowded the densest, most beautifully-rounded, most symmetrical muscles we've ever seen.

This phenomenon is Norman Tousley of Oakland, California, and seldom does a physique magazine make its appearance without paying tribute to this muscular wonder man.

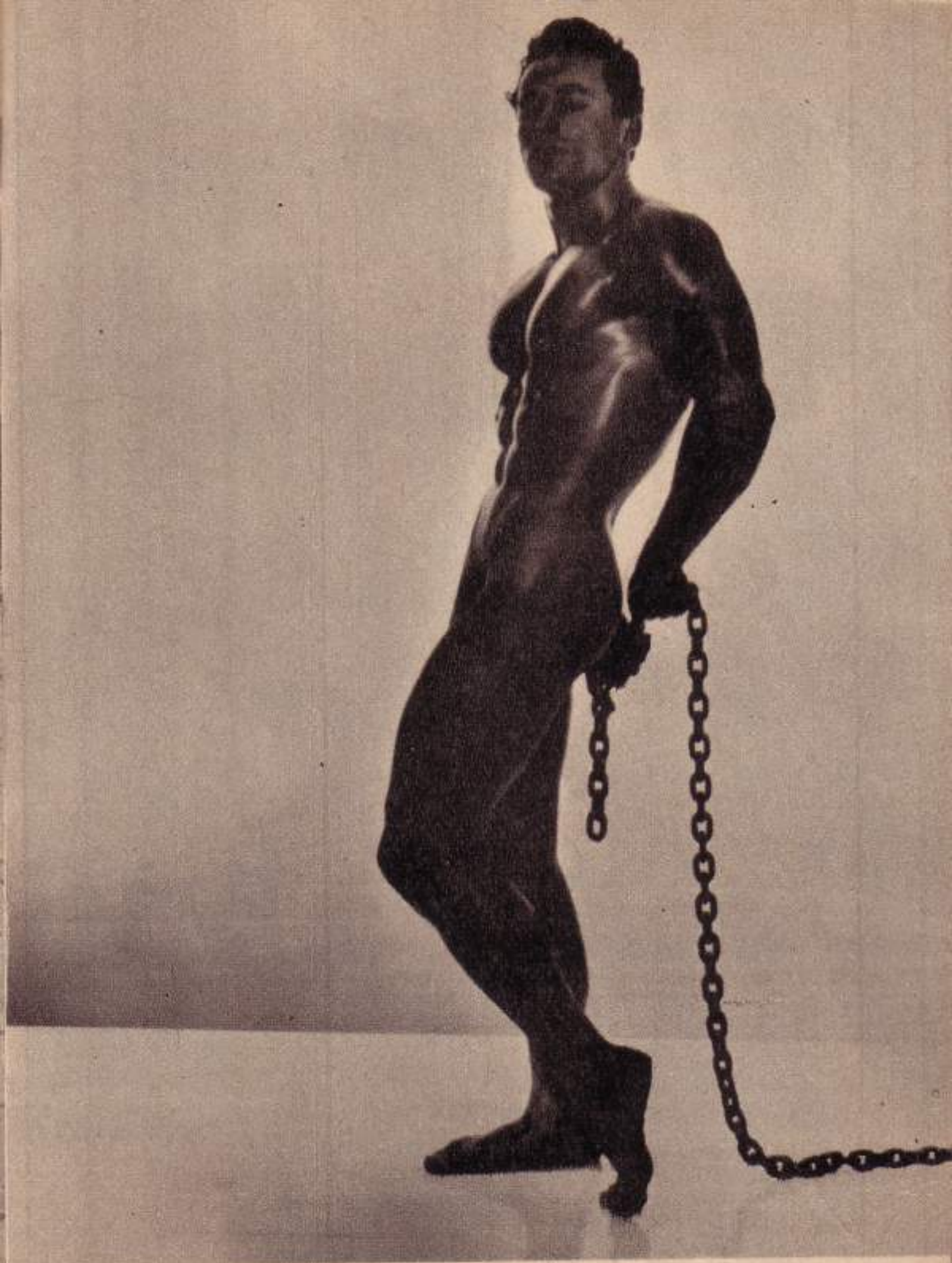
In an earlier issue of *BODY BEAUTIFUL* he illustrated a poem for us—Matthew Arnold's *Dover Beach*, through magnificent photography by Bob Delmonteque.

In this issue we have elected to show you Tousley as a muscular paradox. Here
(Continued on page 50)

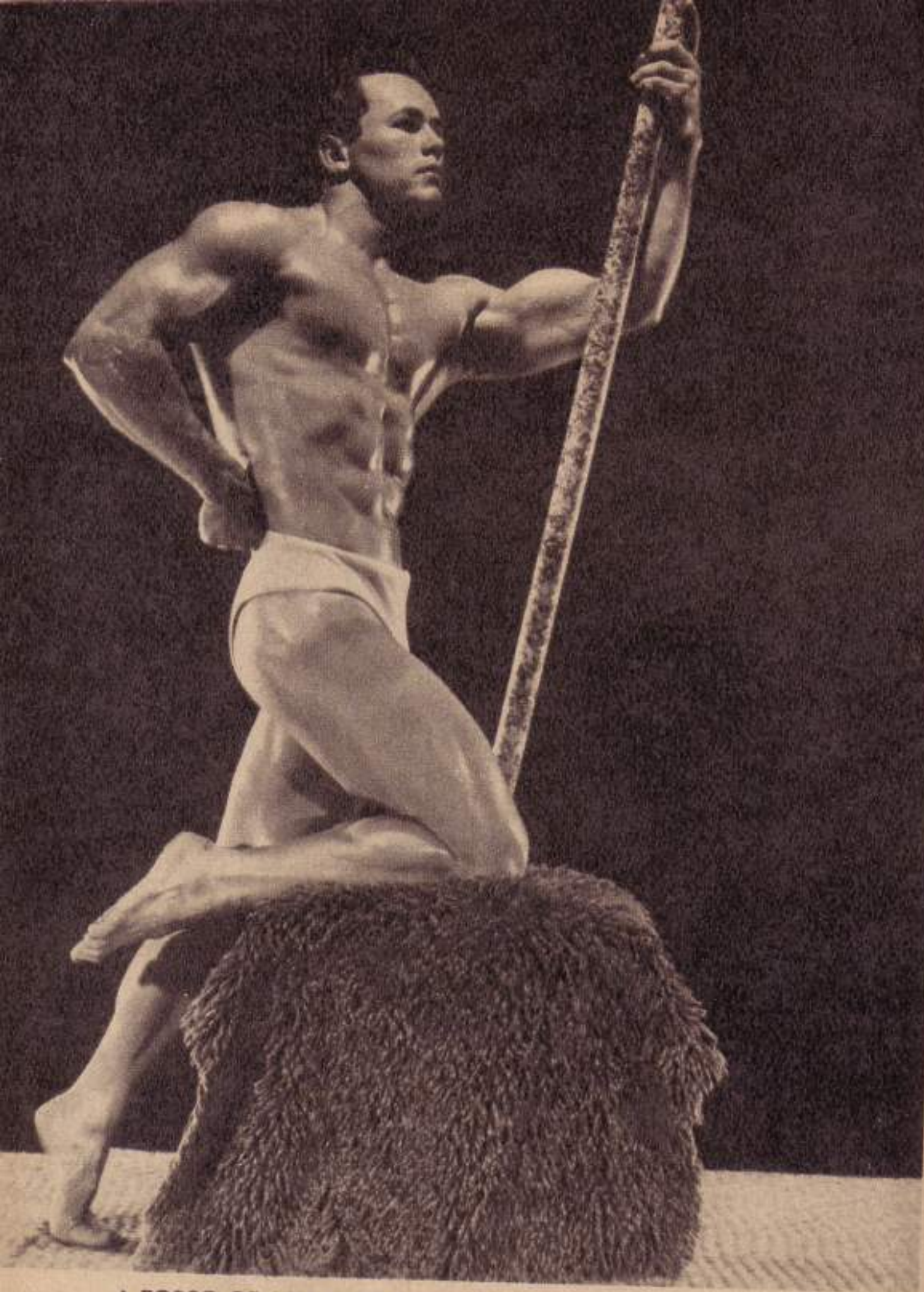
NORMAN TOUSLEY by Russ Warner
Mountains of muscle

TOUSLEY IN SILHOUETTE



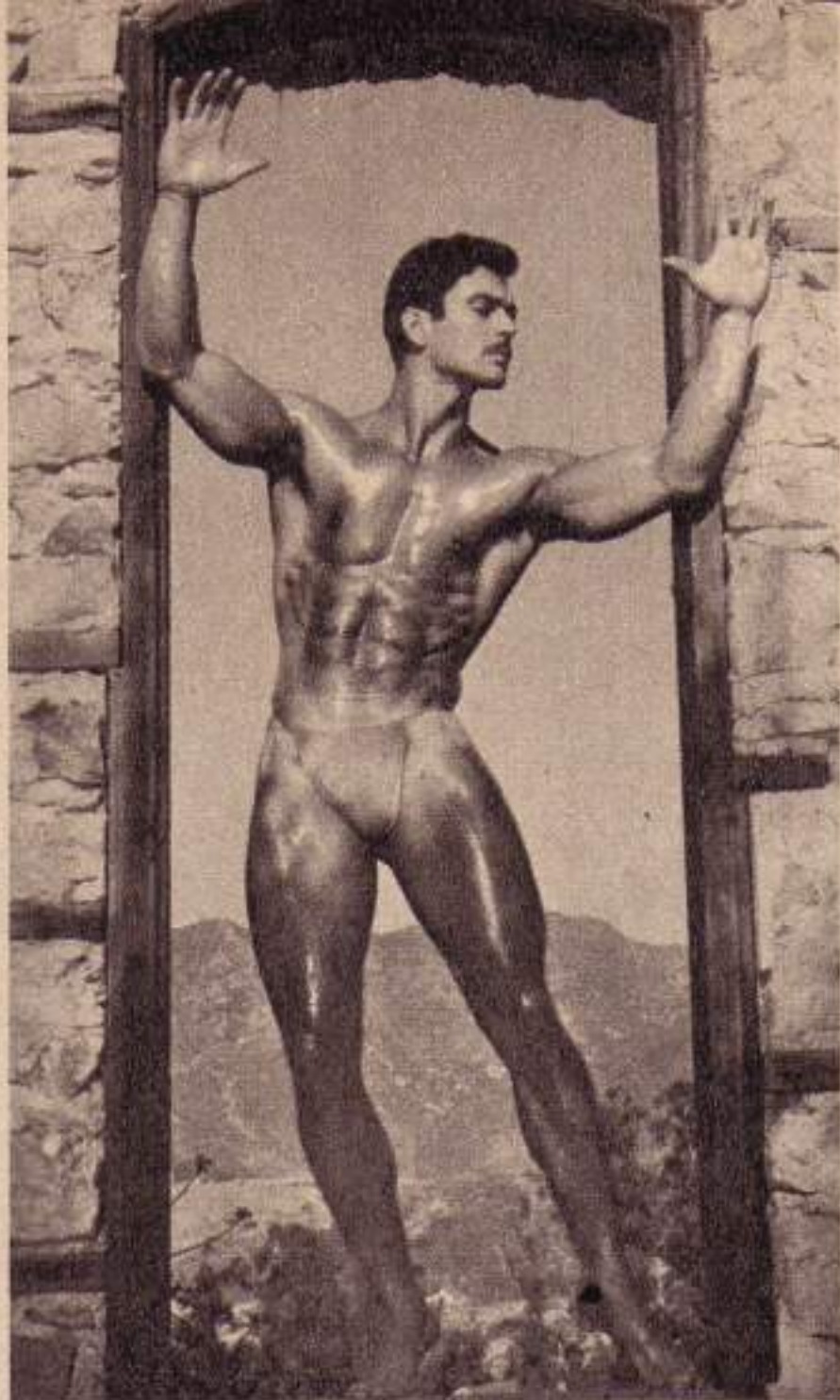


A STUDY IN PURE LINE



A TORSO OF AMAZING DEFINITION

at home with Rome



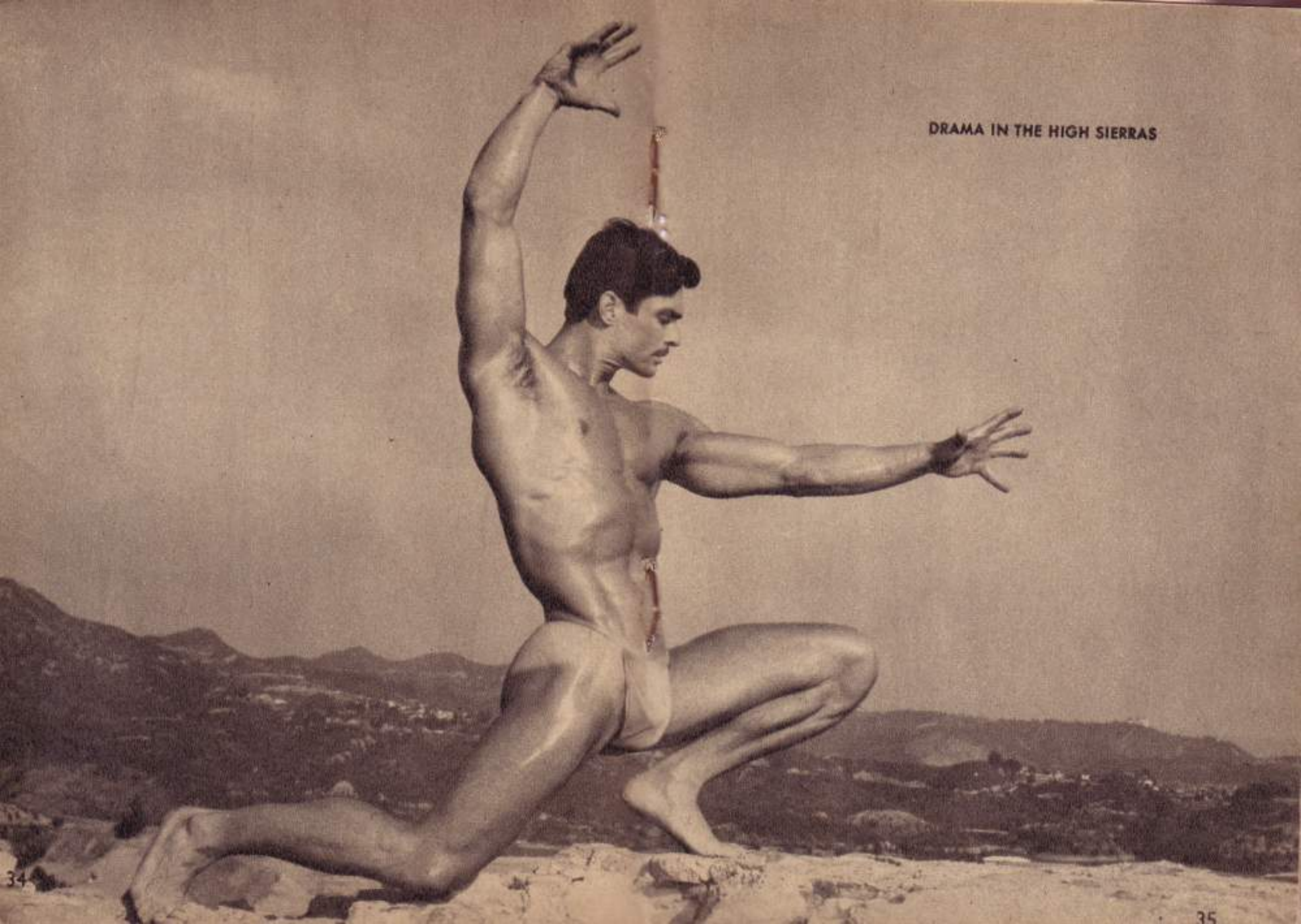
BOB ROME by Bob Delmonteque

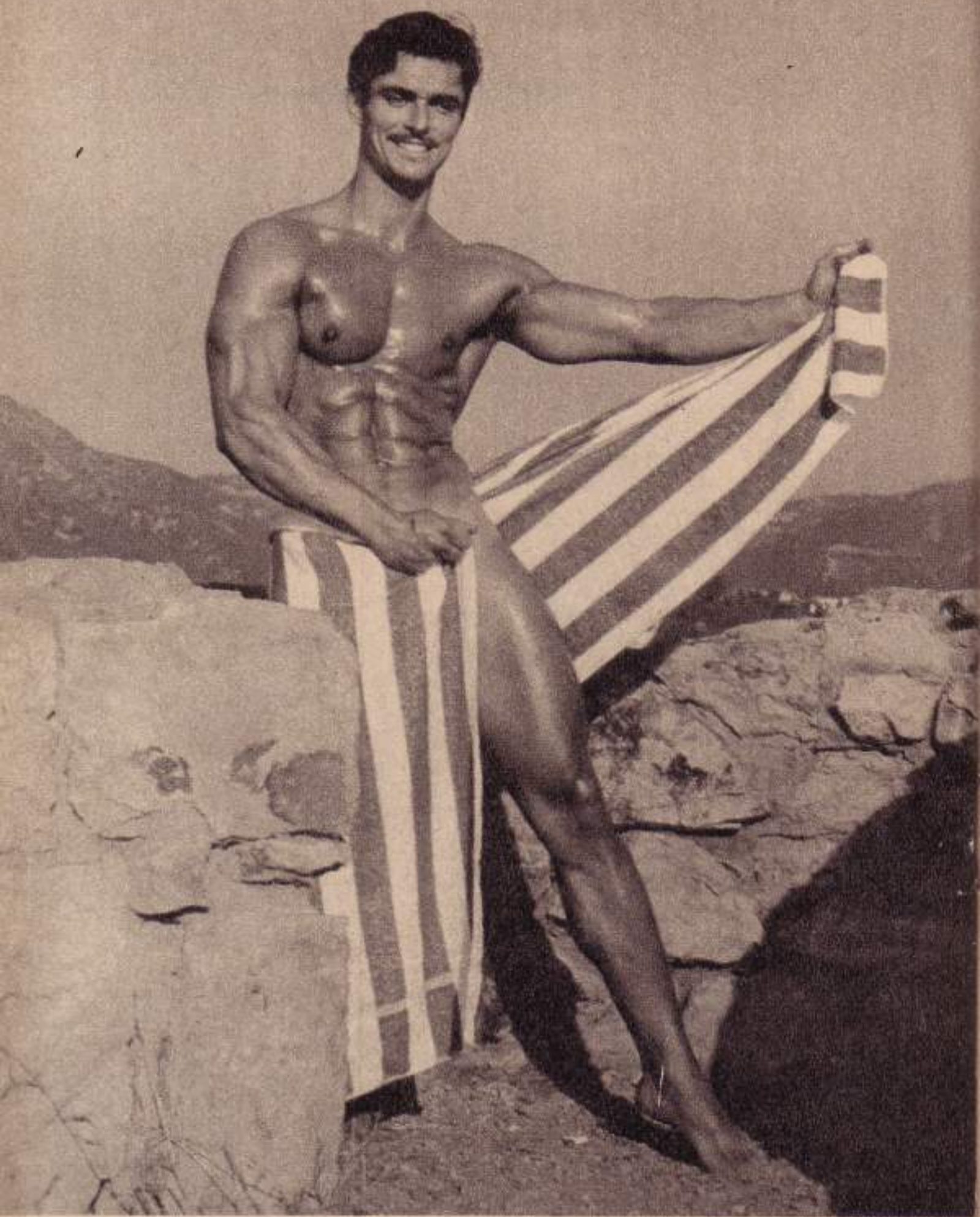
"Time marches on" is such a commonly-quoted phrase that it has long since fallen into the category of derisive *cliche*. Yet its simple truth sometimes gives us a twinge at the oddest moments, and thereby hangs a tale.

Frequently we have featured Bob Rome—in fact our last issue carried a short feature which we called *Rome Is "Built."* This, as well as all the other stories about him, had utilized the photographs of Bob as created by Spartan, photographs that were made about two years ago when Bob was 21. Such is the masterful lighting and directional skill of Spartan that all his work has a quality of agelessness. But just recently Bob Delmonteque sent us some new pictures. One set was quite easily

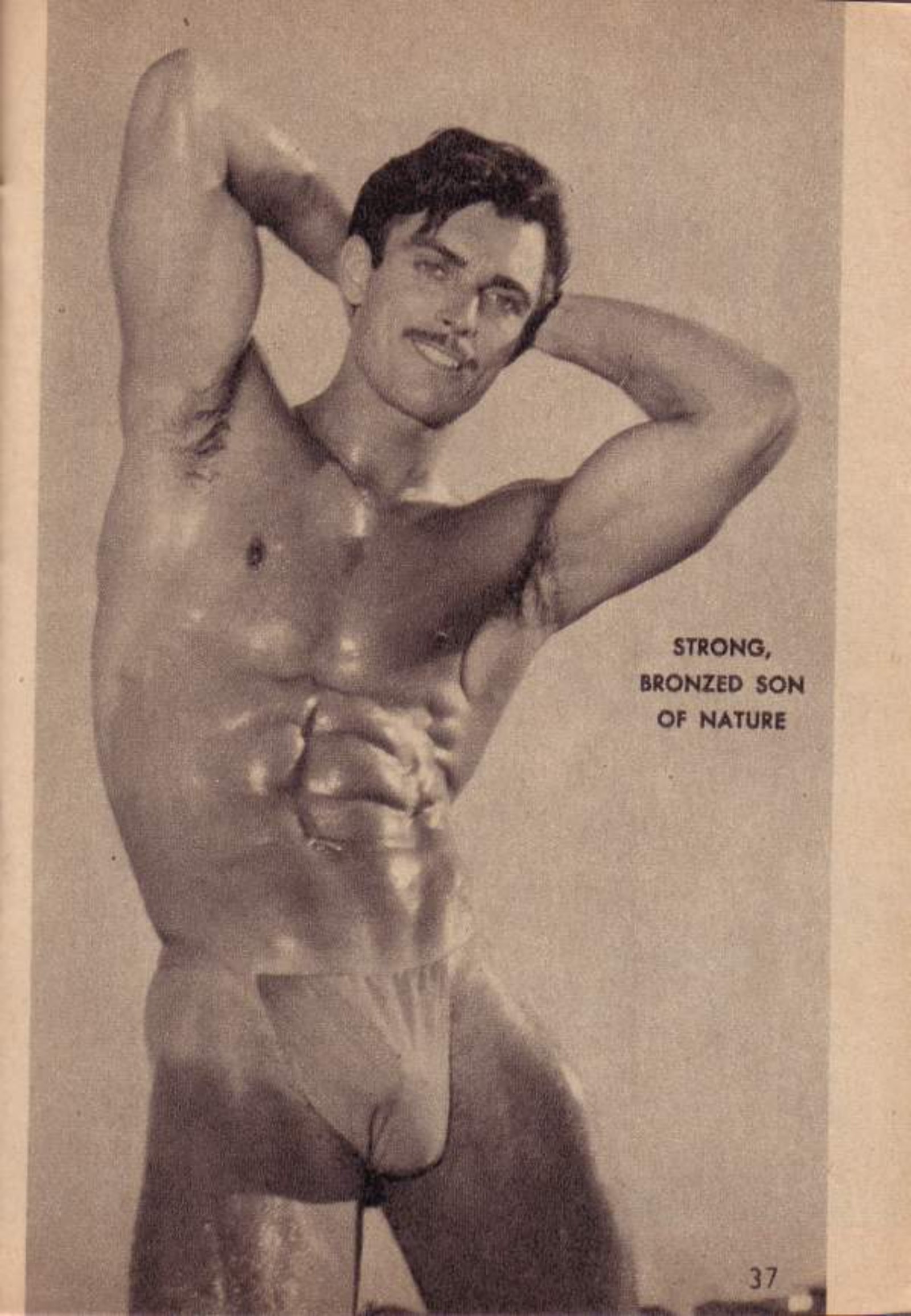
(Continued on page 58)

DRAMA IN THE HIGH SIERRAS

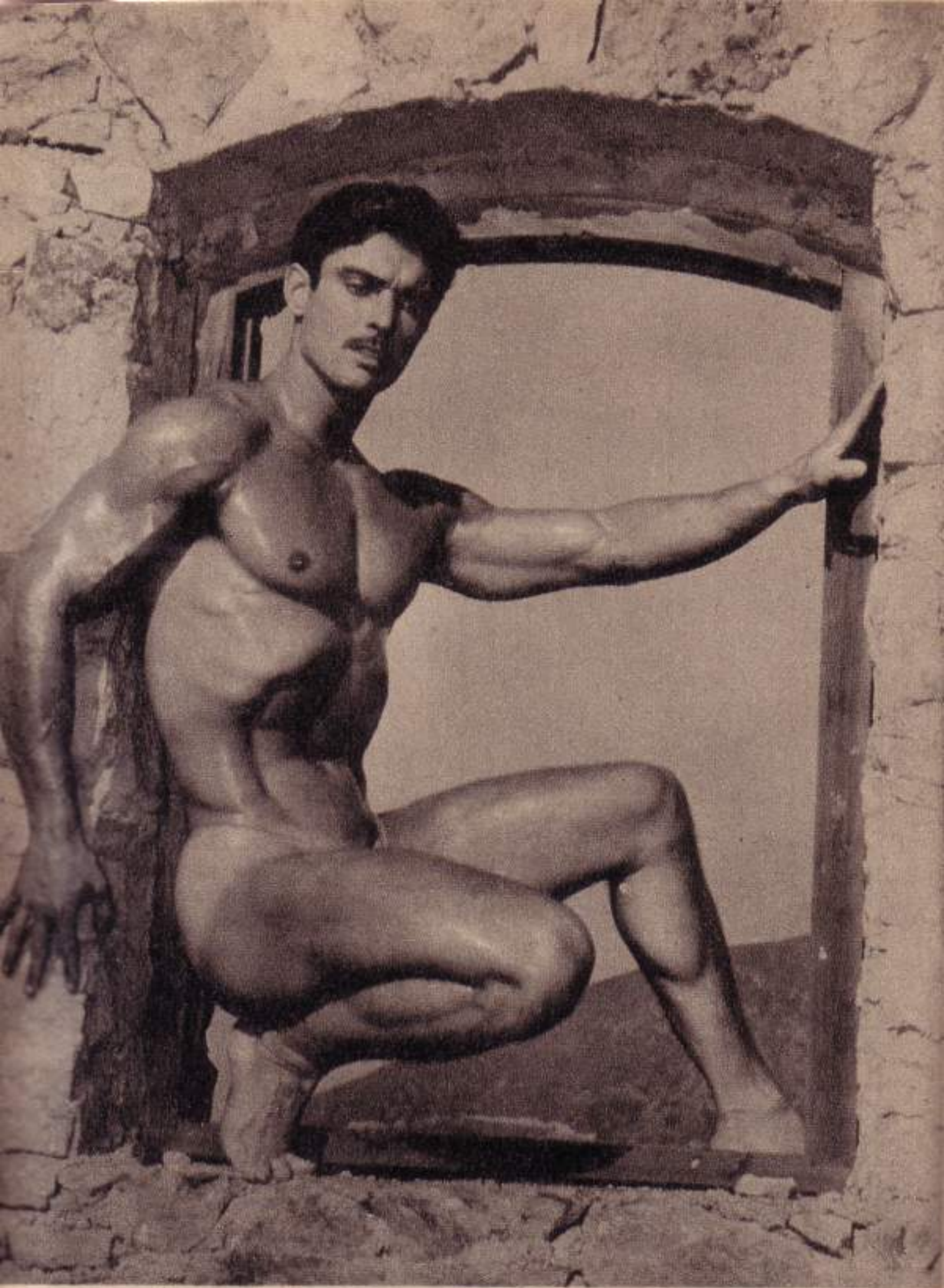


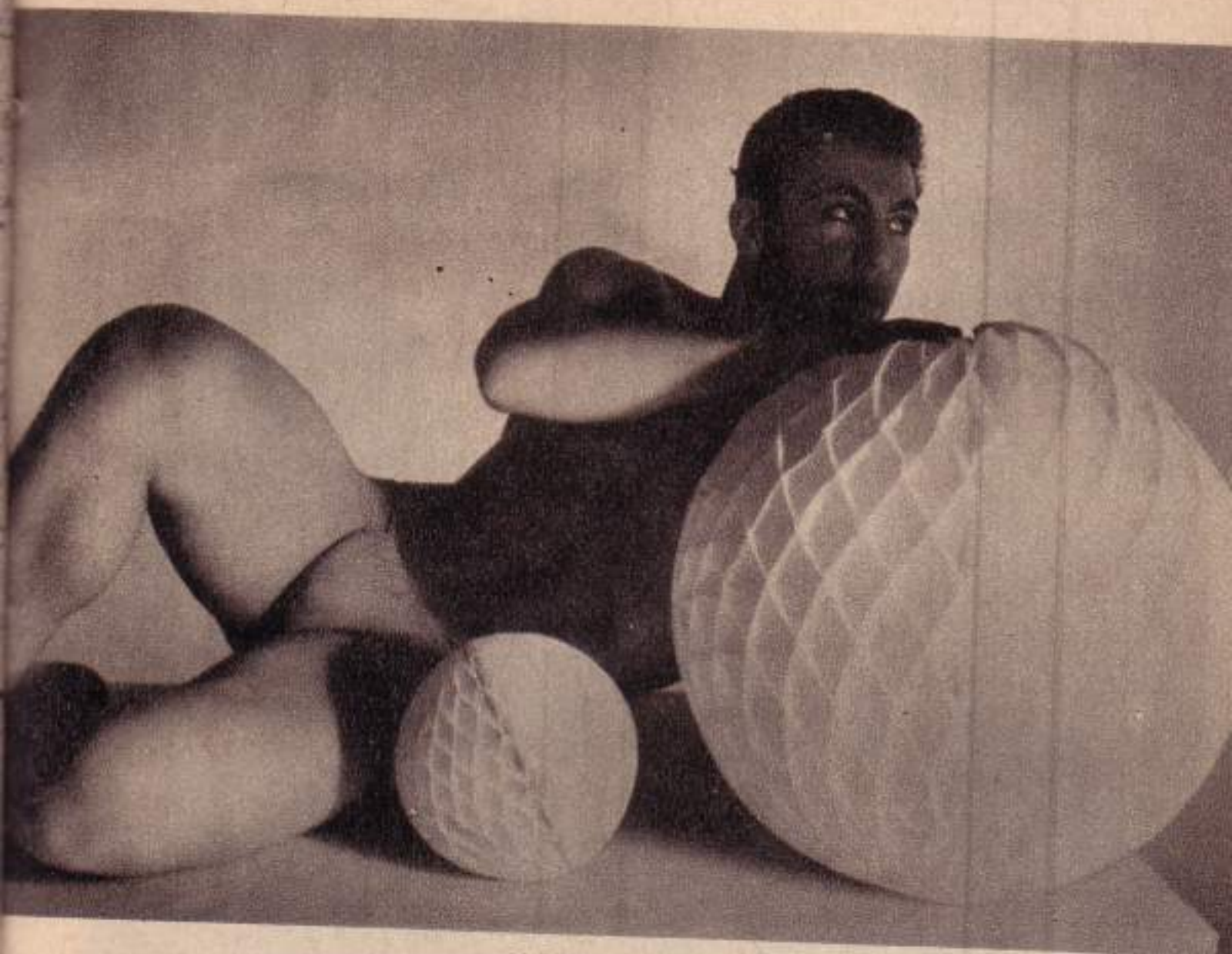


AFTER A BATH IN A MOUNTAIN POOL



**STRONG,
BRONZED SON
OF NATURE**





LOU GRECO by Vulcan

“GRECO”

He's Greco—not “El” but Lou, a fact we mentioned when we first introduced him to you. But with such a noble name you'd naturally expect him to be an artist to his fingertips—and he is. He's a painter, a student of the arts, and a master of esthetic posing.

Vulcan considers him the most flexible of all his models. He seems to flow with effortless ease from one pose to another. It is with considerable pleasure that we have him with us again this month to give you more truly creative portraits of his very photogenic physique.

(Continued on page 48)

SHADOW AND SUBSTANCE



LITHE AND RESPONSIVE





MICKEY HARGITAY by Bob Delmonteque

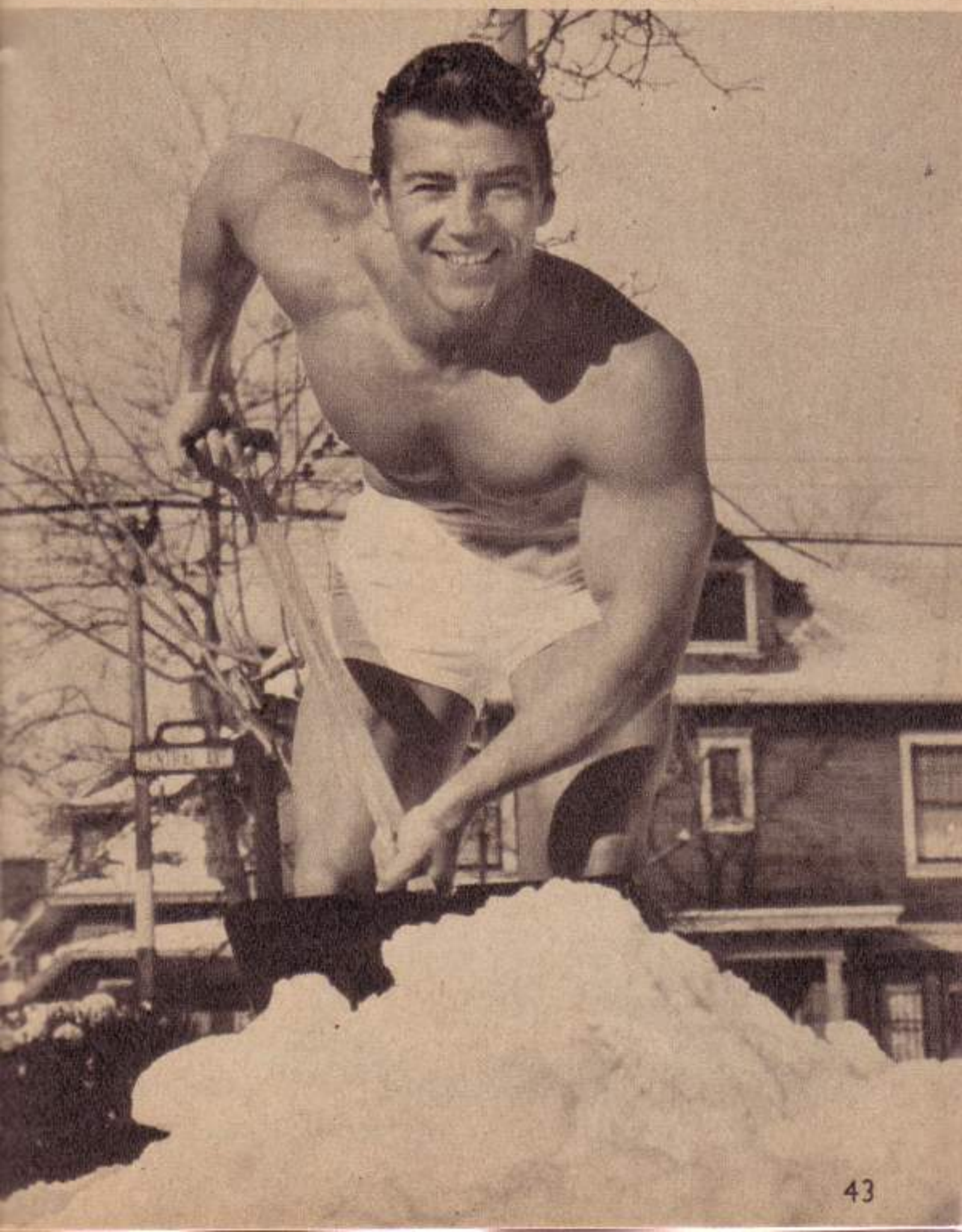
Tarzan Without Jayne

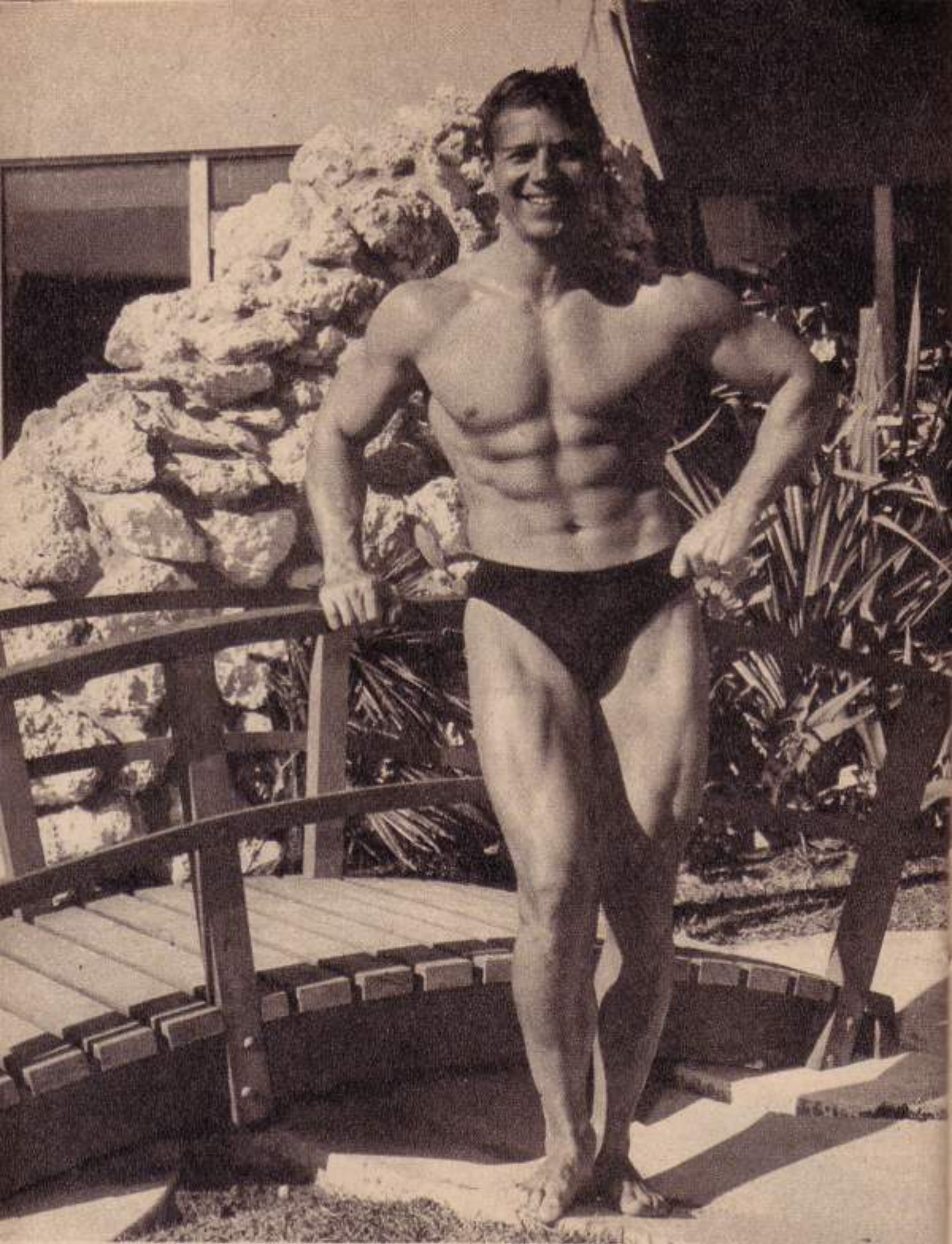
No bodybuilder within memory has received so much and such varied publicity as Mickey Hargitay, "Mr. Universe." Hardly a movie magazine or a Sunday rotogravure comes out without dutifully recording the exploits of Mickey and his beautiful girl friend, Jayne Mansfield.

They make a wonderful looking couple and certainly physical culture never had finer ambassadors than Mickey and Jayne.

Now in Hollywood where he is under contract to a film studio, Mickey will be seen in *Will Success Spoil Rock Hunter?* With his virile good looks, sunny smile, and out-of-this-world proportions he looks like a "natural" for fame.

EVEN THE SNOW CAN'T RESIST HIM





MICKEY'S AT HOME IN THIS TROPICAL SETTING

Muscles a la Mode

America's Greatest Physique Champions are Your Personal Instructors!
when you read

WORLD'S LEADING BODY BUILDING MAGAZINES



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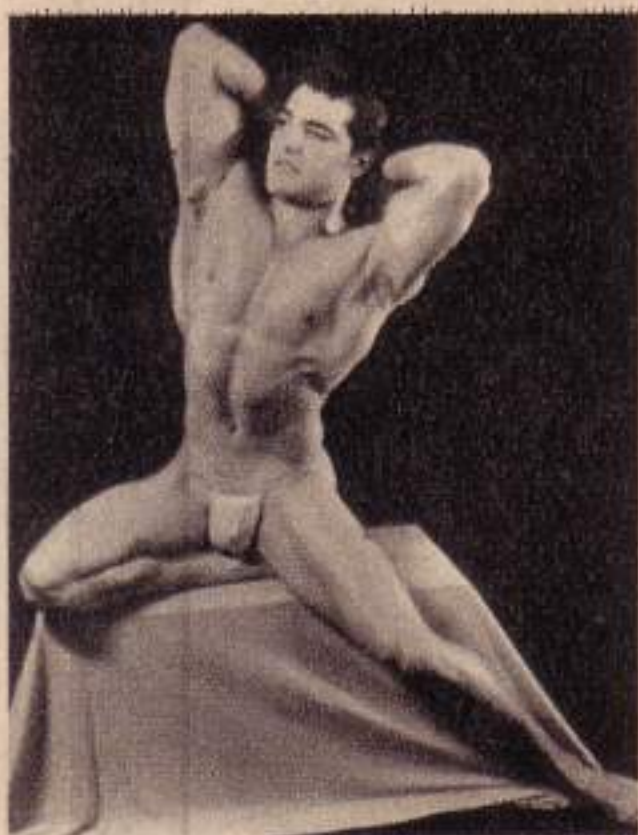
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MUSCLE POWER	12 issues.....	\$3.00
MUSCLE BUILDER	12 issues.....	\$3.00
Both magazines	24 issues.....	\$6.00

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VIRILE

... caught by the camera



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Growin' Pains

(Continued from page 3)

handsomer and better-developed models have caught our eye.

But we would be limiting our editorial aim if we considered only the aspect of eye-appeal. What is of equal, if not greater importance, is our determination to inspire young men to newer heights of physical accomplishment — young men who, were it not for publications of this type, might never know the blessings of *mens sana in corpore sano*.

The splendidly-developed athletes who make a brief appearance here each month leave a legacy to others who doubt, or who are unacquainted with the benefits of health and muscularity that can be obtained through bodybuilding with weights.

It is a heritage upon which they can build for the future.

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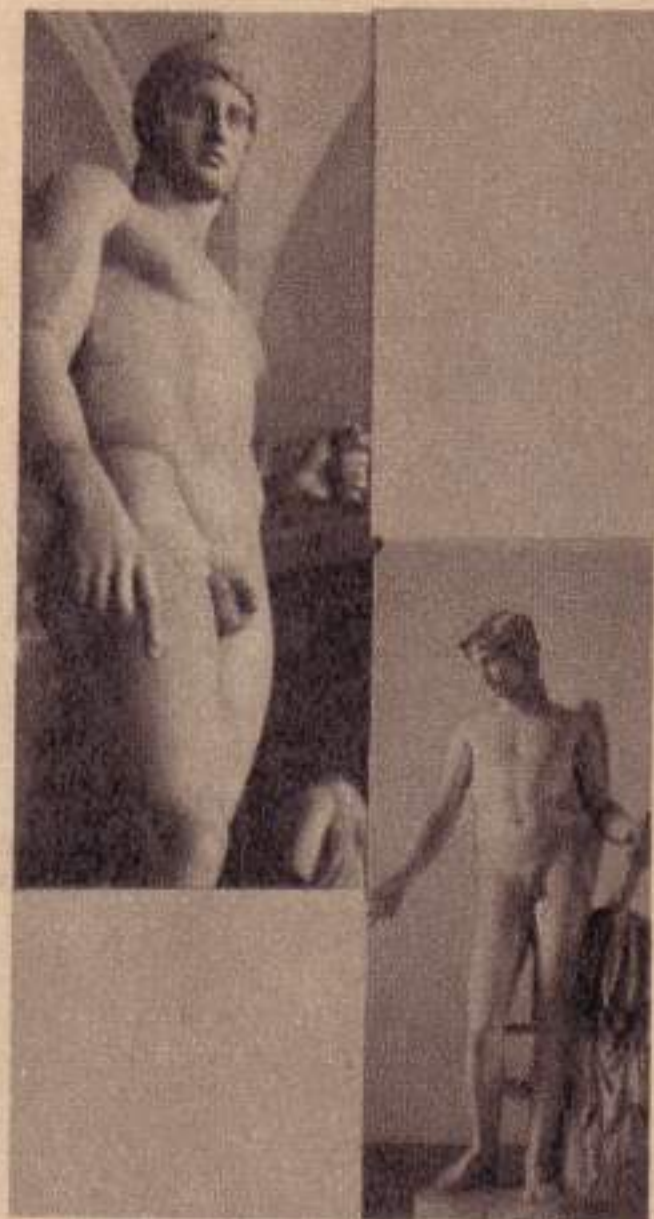
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MUSEUM MASTERPIECES



In this catalog of 20 photos are the choice sculptures from the Paris Louvre and the Naples National Museums.

Send \$1 for catalog43 to
VULCAN STUDIO

706 N. La Cienega,
Hollywood 46,, Calif.

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Street.....

City.....State.....

Everybody's Buddy

(Continued from page 5)

partner of Bob Hover whom you've seen so often here, Buddy now trains alone, making the trek from his home in Lodi, New Jersey to Abe Goldberg's Downtown Health Studio in New York three times a week.

Soon it will be beach weather here on the East Coast, a season Buddy loves, and he has promised that we can take some outdoor shots of him which we'll pass along to you. In the meantime here is a posing session with Buddy Basil as photographed by Togof, 125 East 39th Street, New York.

Greco

(Continued from page 39)

Here Vulcan uses but two properties, a table on which the model sits or reclines, and two simple paper balls. In attitudes uncontrived and with muscles untensed here is photographic magic.



"It's Magic" SAYS HANDSOME, POPULAR

FILM AND TV STAR

Bob Hoover

"As a model, and actor my face takes quite a beating. Being photographed wearing gooey makeup under temperatures over 100 degrees takes a terrific toll from facial muscles and tissues.

"I can't afford to let my face get haggard and old looking. It must always be fresh, alive, and free from pimples and blemishes.

"I consistently use the famous HAL WARNER course in facial care "YOUR FACE IS YOUR FORTUNE" with his THREE MIRACLE AIDS TO SKIN PERFECTION, the DEEP PORE SKIN CLEANSER — MASQUE OF YOUTH — and VITA-MIST DOUBLE VITAMIN THERAPY CREAM. Believe me, it's magic!"

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(No C.O.D.'s please)

RON FORTNER

**husky adonis
of the west**



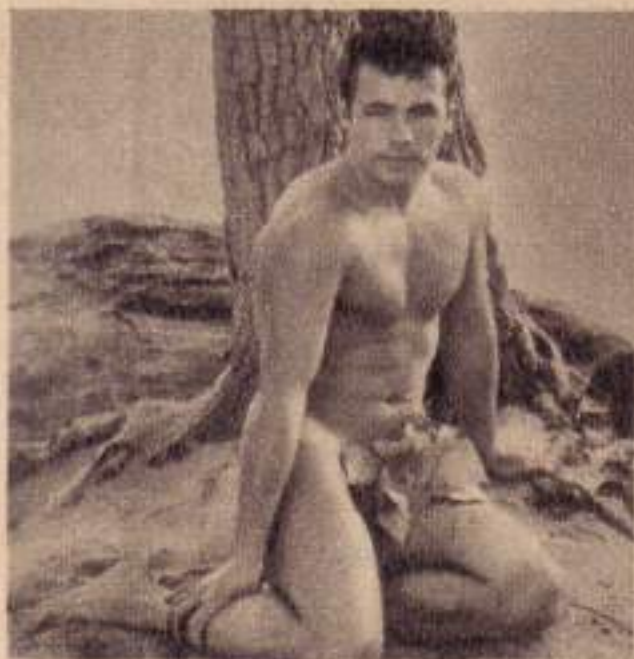
Ron Fortner is one of four young Californians featured in Catalog #81, which contains 15 — 4 x 5 double-weight matte prints. Price: \$3.30 prepaid. For Airmail, add 20c. 35-mm color slides or stereo slides. Six slides for \$3.25 prepaid. For Airmail, add 20c.

Five selected 4 x 5 photos (different models), single and dual, with illustrated circulars for \$1.

BRUCE OF LOS ANGELES

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JEAN-MARC SAWYER



6 8 x 10 prints \$5

JOHN RYAN

3534 Shuter
Montreal, Canada

Solo Flight

(Continued from page 8)

tial showing of Ron Fortner.

In his Catalog No. 81 he offers fifteen other poses of Ron comprising some of the most outstanding physique photography of all time.

We hope that we can count on Bruce for a repeat performance of Ron Fortner very, very soon. The only thing that puzzles us: where has he been all this time?

Torso by Tousley

(Continued from page 29)

is a man whose thickness of muscular structure would type him as a bulky Hercules, yet in pure definition, in esthetic display and in the very essence of grace he is the Apollo Belvedere come to life.

The photography in this case is by Russ Warner who shows you Tousley the muscle man and Tousley the poet.



RODEO VICTOR

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models available

Photography by

DIXON

Box 2651B, Ocean Park, California

"The Legs"

(Continued from page 13)

fully-defined read: thighs 24", symmetrical calves 17".

We rather like Don's approach to diet and exercise. It's refreshing in an age when bodybuilders eat Gargantuan meals and struggle with tons of weights, doing countless sets and repetitions, all with the idea of bulking up to superman size.

By contrast Don eats 5 small (very small) meals a day, and performs but 8 exercises which he limits to 4 sets of 15 repetitions each. Some bodybuilders would consider this regimen just a brief warm-up, a prelude to hours of tossing the weights. Not Don . . . he makes the most of every exercise, choosing those which he has learned by experience to be the most effective in his own particular case.

To get those classically sculptured legs Don uses only the Hack squat, the leg exercise that did so much for Steve Reeves' legs.

For his broad back, tapering to a narrow waist, he performs presses behind

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Form-Fitting

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Modelled by JIM SWEENEY, one of 12 models in Album YT: \$2.50

ATHLETIC MODEL GUILD

1834 W 11th St.

Los Angeles 6, Calif.

neck, chins behind neck, and a favorite exercise which also gives him his tremendous deltoids — leaning lateral raises.

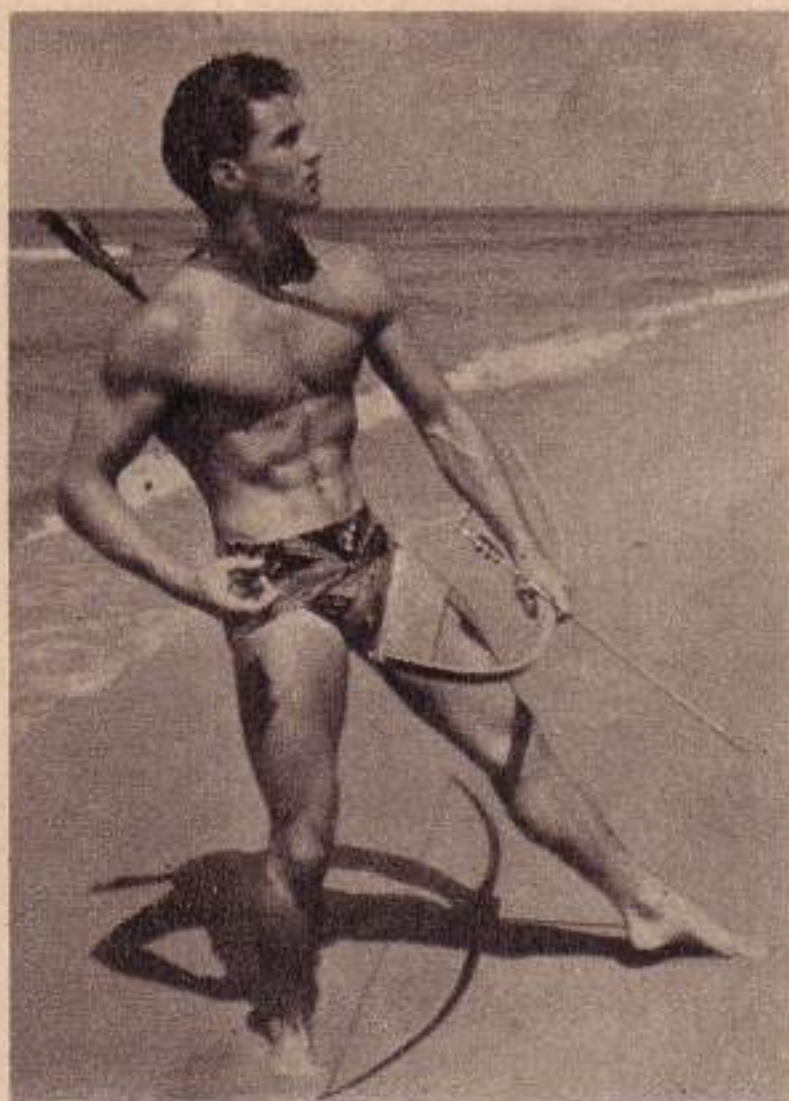
His chest gets a good workout from ordinary bench presses and incline bench dumbbell presses. His massive triceps which make up more than half of his arm measurement are thoroughly exercised with the *reverse grip* bench press; and for the biceps proper his favorite movement (as was Reeves') is the incline bench dumbbell curl.

His entire workout consumes less than 2 hours, and he trains 5 days a week. This gives him plenty of time to do a man-sized job of landscape gardening at which he is a wiz. Added to this some time for fun and frolic and you have a complete picture of a well-rounded young man.

Angel Face

(Continued from page 19)

When he was very, very young (he's all of 18 now!) he haunted the gymnasium of Canada's perfect man, Leo Robert, who took the



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youngster in hand and gave him valuable advice. Another great Canadian body-builder, Billy Hill, has also been instrumental in molding the Desjardins body. Clement gives credit to both of these stars.

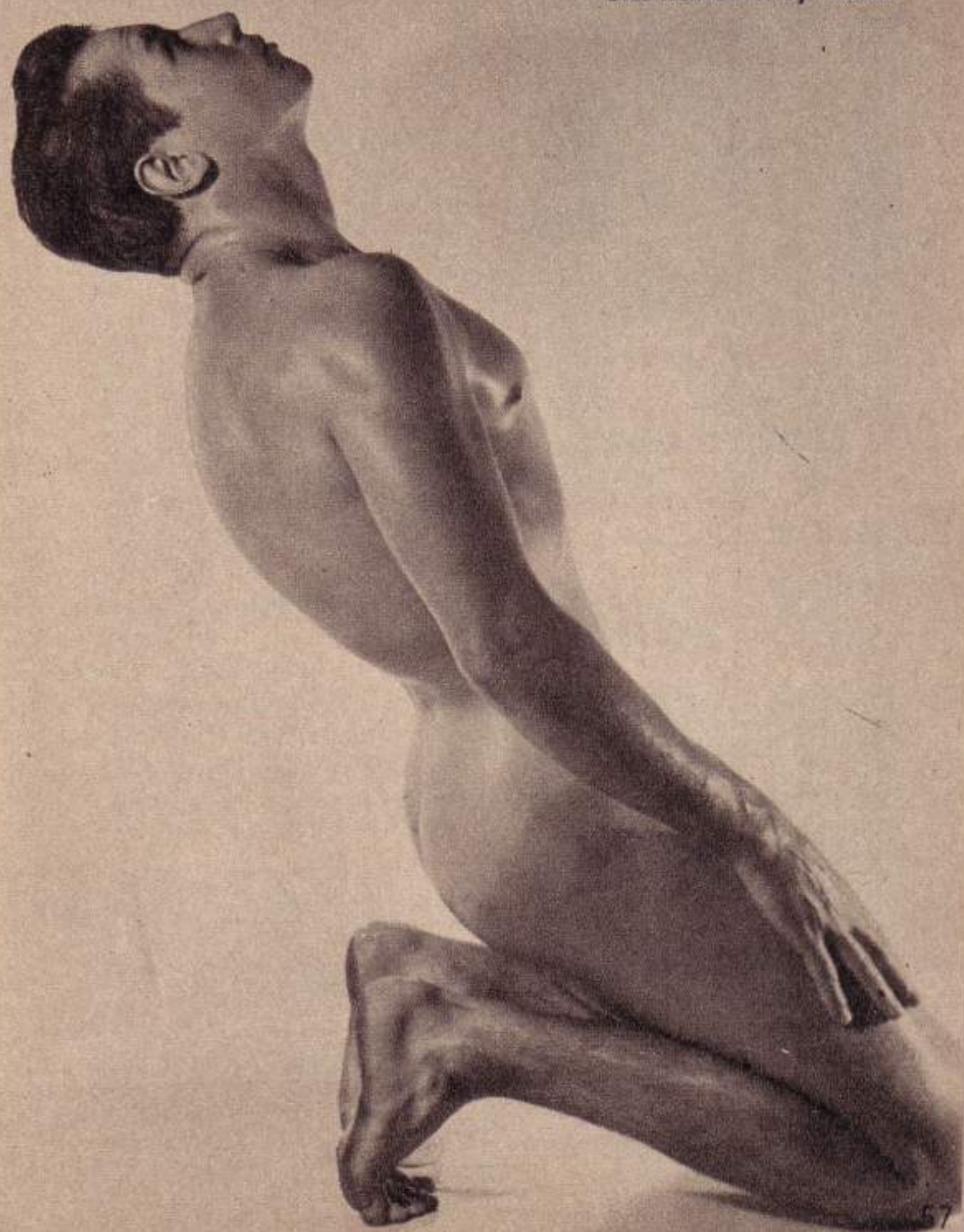
Muscle Power and *Muscle Builder* magazines have featured Clement in performance of his various exercise routines, but we prefer to show you this young Adonis in poses more esthetic. Here are some studies of Clement Desjardins by Tony Lanza of Montreal, a great physique photographer whose works are not as widely-known as they deserve to be.

Ron Anon

(Continued from page 17)

These photographs bear the inimitable stamp of lighting and feeling of space that characterizes the work of Vulcan, 701 N. La Cienega, Hollywood, who offers a new catalog of his work with Ron Barnard (spelled with an "a").

BILL RUDOLPH by Vulcan



SAMMY Munoz



Handsome 15 year old bodybuilder

8 4 x 5 prints.....\$2

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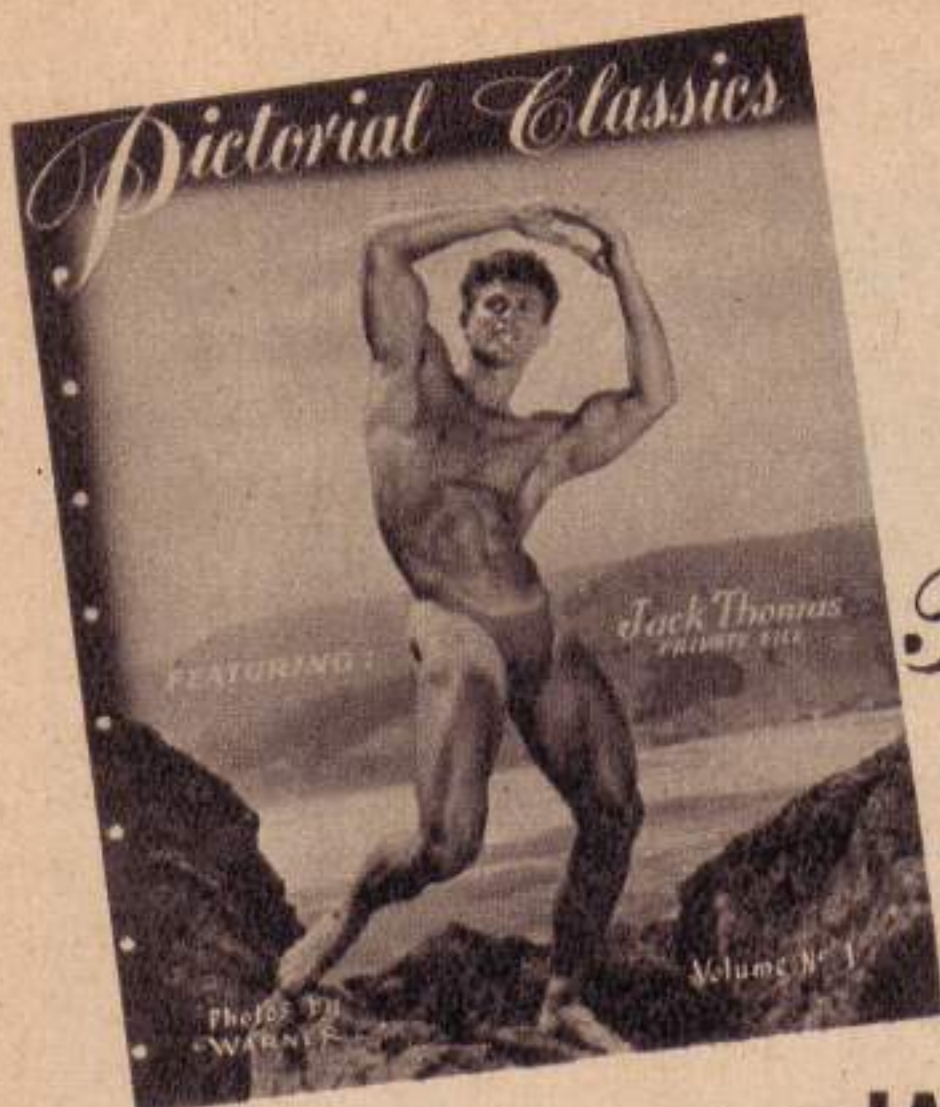
at home with Rome

(Continued from page 33)

identified as Bert Conners, a young ballet dancer. The other set bore no identification. Yet so exceptional were the shots, so handsome the model, such a feeling of vitality pervaded every photograph that we were greatly intrigued. Something about them seemed faintly reminiscent, yet we were sure we'd never seen the model before.

One thing *was* for sure . . . we wanted you to see them but we were determined to find out who was being passed along to you. A letter to the ubiquitous Delmonteque elicited the following reply: "Silly, they're Bob Rome's photos!"

Yet we wonder if you, faithful readers of our magazines, wouldn't have been slightly in doubt as to his identity. Gone is the studio, gone the counterpoint of light and shadow, gone the balletic poses so



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beautifully evoked by Spartan.

Here instead is a man who has worked a complete metamorphosis in his body in less than two years. Here, at 23, is Bob Rome who gives graphic evidence that he is one of the most muscular and most spectacularly-defined bodybuilders in the world. Here in this setting contrived by nature Rome is at home. He is to nature of nature born and every pose, every gesture seems indigenous to his surroundings.

How is it possible that one can appear younger as he grows older? Whatever the secret, Bob Rome knows it well. It is with real interest and compelling pride that we show you Rome "at home" in his California mountains. If you'd like to see more of him you may get a catalog of Rome photographs from Bob Delmonteque, Box 6081 (Surfside Branch), Miami Beach, Florida, who has dozens and dozens of fine shots of this superlative athlete.



1

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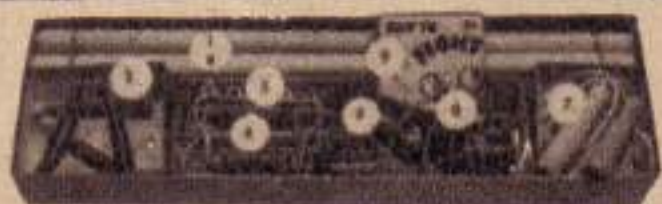
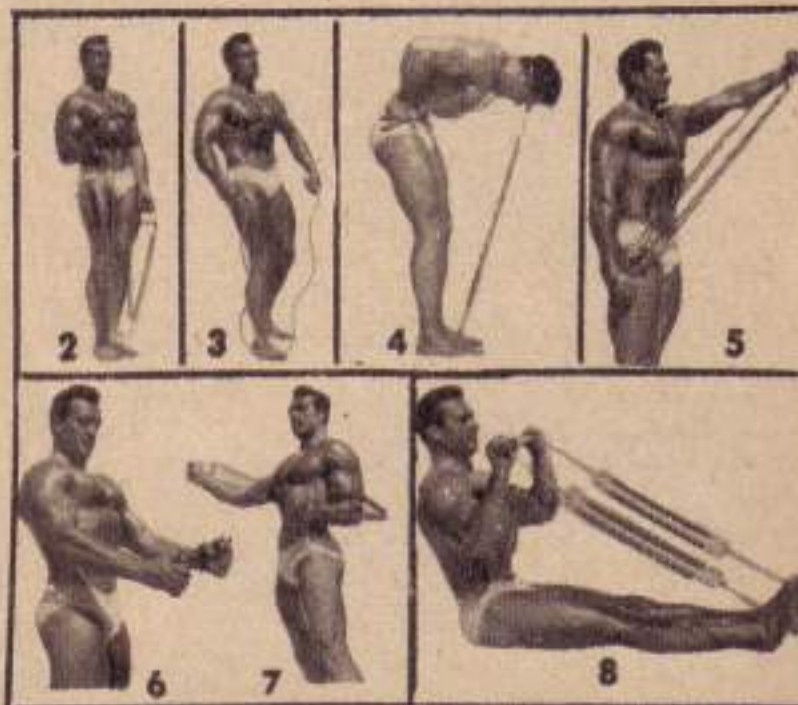
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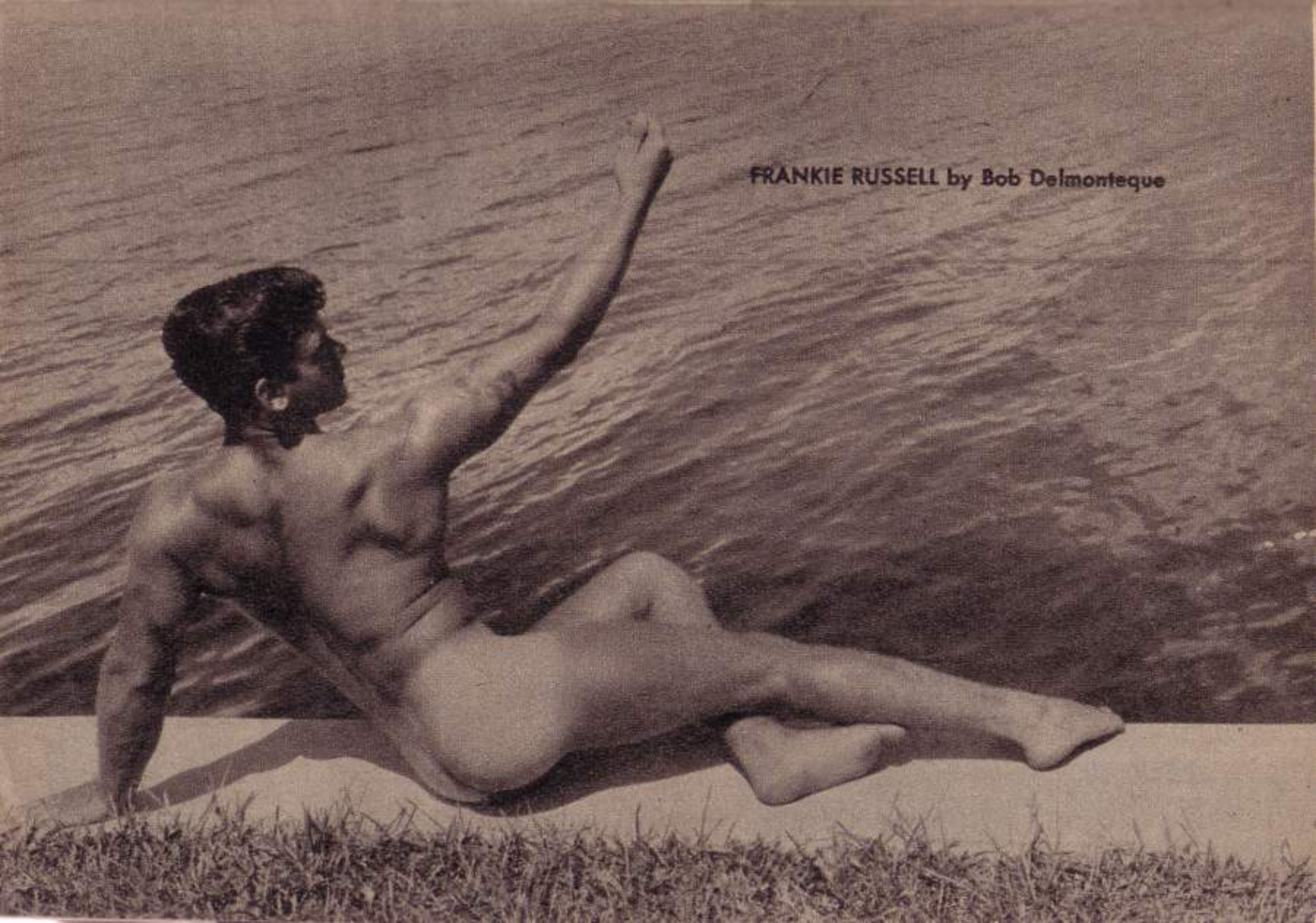
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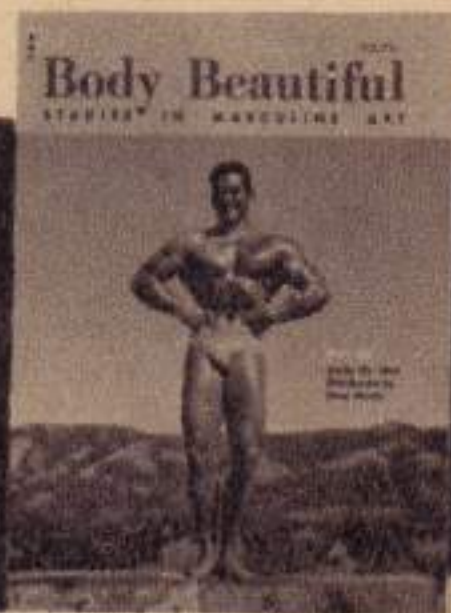
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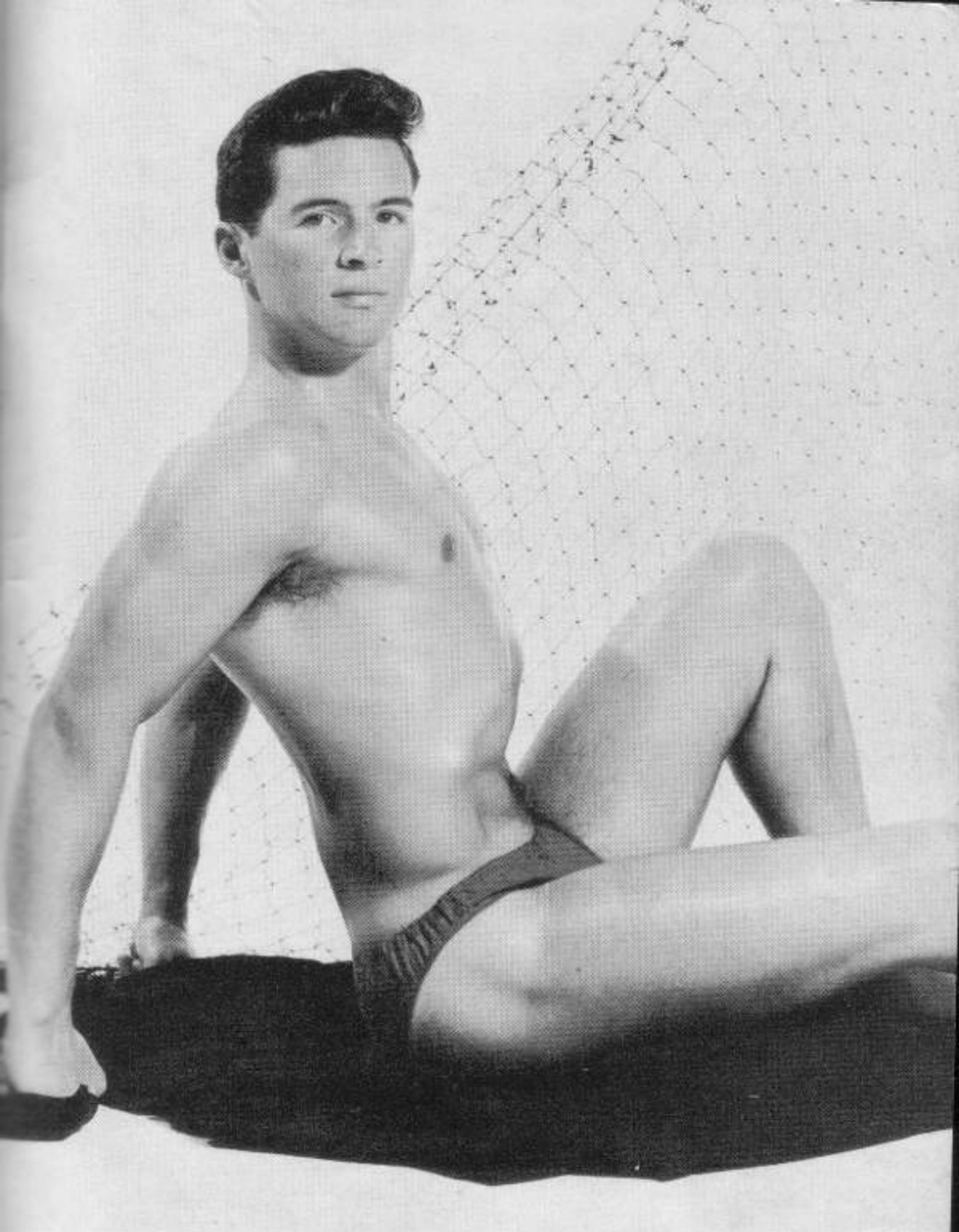
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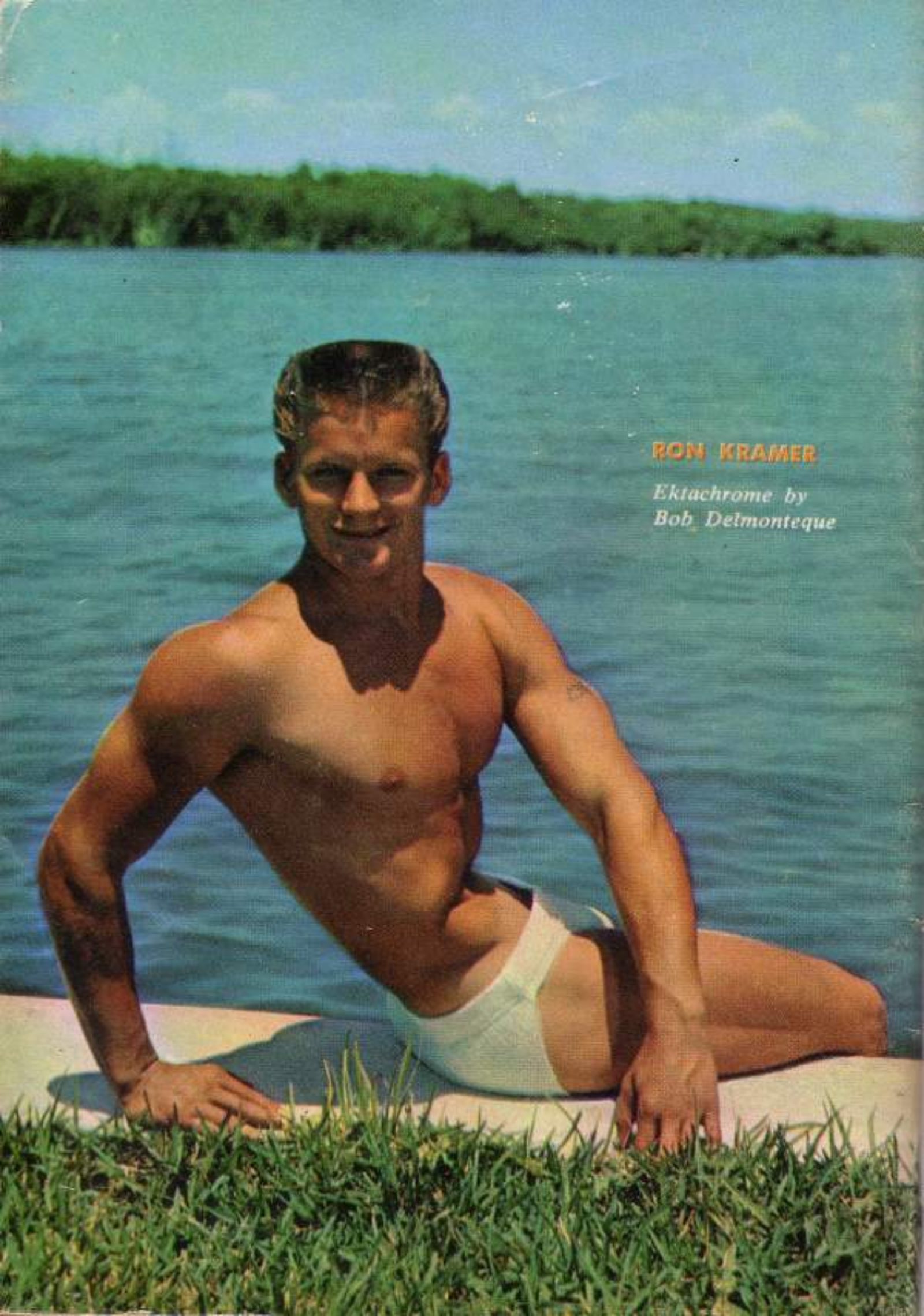
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